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PERSONALITY AND PANHELLENIC SORORITY RECRUITMENT: A QUANTITATIVE STUDY OF PERSONALITY TYPEOLOGY AND PERSISTENCE IN FORMAL SORORITY RECRUITMENT PRACTICES

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PERSONALITY AND PANHELLENIC SORORITY RECRUITMENT: A
QUANTITATIVE STUDY OF PERSONALITY TYPEOLOGY AND PERSISTENCE
IN FORMAL SORORITY RECRUITMENT PRACTICES

by

Laura A. Roof

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PERSONALITY AND PANHELLENIC SORORITY RECRUITMENT: A
QUANTITATIVE STUDY OF PERSONALITY TYPEOLOGY AND PERSISTENCE
IN FORMAL SORORITY RECRUITMENT PRACTICES

Laura A. Roof, M.A.

University of Nebraska, 2013

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Since the inception of Greek life in the late 18th century, the organizations involved have gained attention for both their positive and negative contributions to society. One particular aspect of Greek life that has not always received positive attention, is formal sorority recruitment, which is the main method used by sororities to obtain to new members. In light of this negative attention, this study aims to investigate a positive characteristic of Formal Sorority Recruitment; the type of person or personality it takes to successfully complete the formal recruitment process.

The purpose of this exploratory quantitative research study is to explore the relationship between the independent variable of persistence during the 2012 Panhellenic Formal Sorority Recruitment, as well as the dependent variable of personality typology as measured by the Myers-Briggs Personality Typology Inventory administered by Skills One. The population for this study was comprised of undergraduate women seeking membership in National Panhellenic Conference Sororities via the formal sorority recruitment process at the University of Nebraska-Lincoln in the fall of 2012. The researcher used the Myers-Briggs Typology Indicator and data collected by the UNL

Office of Greek Affairs to assess correlations between personality typology and persistence within formal sorority recruitment. No significant correlations were found regarding personality typology and persistence in formal sorority recruitment, however, important implications regarding “No Frills” recruitment, Values-Based recruitment, and recruitment guide programming were derived.

Keywords: Formal Sorority Recruitment, No Frills, Values-Based Recruitment, Myers-Briggs Personality Typology, persistence

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Order of Omega is a Greek Leadership Honour Society that purposes to:

To RECOGNIZE those fraternity men and women who have attained a high standard of leadership in interfraternity activities, to ENCOURAGE them to continue along this line, and to INSPIRE others to strive for similar conspicuous attainment;

To UNITE outstanding fraternity men and women to create an organization which will help to mold the sentiment of the institution on questions of local and intercollegiate fraternity affairs;

To BRING TOGETHER members of the faculty, alumni, and student members of the institution's fraternities and sororities on a basis of mutual interest, understanding and helpfulness;

To help CREATE an atmosphere where ideas and issues can be discussed openly across Greek lines and to help work out solutions (Order of Omega, 2011, para. 5).

The Order of Omega Fellowship Program recognizes graduate scholarship, participation and leadership in professional organizations, citizenship and service to Order of Omega and the campus Greek community.

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Chapter I - Introduction

Since their inception in the late 18th century, fraternities and sororities have gained vast attention for both their positive and negative contributions to society. Hazing, alcohol consumption and “frat” like personas have tarnished reputations of Greeks, while their achievements in scholarship, philanthropy, leadership, brotherhood/sisterhood, and social networking have set them apart from the rest. It is because of this controversial nature that Greek students and alumni alike are considered a research goldmine.

One aspect of Greek life that has seen little positive research is the formal Panhellenic sorority recruitment process. Unfortunately, much of the prior research has tended to focus on the body image and self-esteem issues of sorority women and potential new members as they prepare for and go through formal sorority recruitment. While all prior research has served an important function, few have set out to investigate the type of person or personality it takes to successfully complete the formal sorority recruitment process.

The Role of Personality in Formal Sorority Recruitment

The Formal Panhellenic Sorority Recruitment process, as is practiced on hundreds of college campuses each year, is an intense process through which not every potential new sorority woman can persist. The days are long, the conversations are brief, and at the end of the week current chapter members are expected to welcome young women they barely had the opportunity to get to know into their sisterhood for lifelong membership. Likewise, potential new members are asked to make a life long commitment to a chapter that they have only just begun to understand. During this hectic

time, when women are asked to be the best version of themselves, several questions come to mind: Who are these women? What does it take to persist through formal sorority recruitment? Is there a certain type of person that is destined to be successful in formal sorority recruitment? The purpose for conducting this research is to explore if personality is a determining factor in persistence during formal sorority recruitment.

Research Question and Hypotheses

The following research question will be addressed:

What is the correlation between personality, using the Myers-Briggs Personality Typology Inventory (MBTI), and persistence during formal sorority recruitment of potential new members at a large Midwest state school?

Research hypothesis 1: Woman described as an Extrovert according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Research hypothesis 2: Woman described as an Intuitive according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Research hypothesis 3: Woman described as a Feeler according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Research hypothesis 4: Woman described as a Judger according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Significance of the Study

Successful recruitment practices are the corner stone of the continuation of Greek life on the modern college campuses. In order to develop such profound practices Greek life advisors, National Fraternity/Sorority Headquarters staff, and the leadership of individual chapters must have an understanding of the individuals they are trying to recruit; for “you cannot recruit those whom you don’t know” (Coffey & Gendron, 2007, pg. 91). The findings of this study can be beneficial to anyone who has a vested interest in the continuation of Greek life on college campuses. In particular, this research will be of assistance to the University of Nebraska-Lincoln as they work to continue beneficial formal sorority recruitment practices in the coming years.

Definition of Terms

The focus of this study rests within the cultural phenomenon of formal sorority recruitment on a college campus. In order to better understand this phenomenon it is necessary to become familiar with certain Greek life terminology, which are defined below:

1. **Active:** an initiated member of a fraternity or sorority.
2. **Brother:** referring to members of a Fraternity.

3. **Chapter:** the local organization of a national fraternity or sorority.
4. **Formal Sorority Recruitment:** a period of formalized membership recruitment that is organized and implemented by the local Panhellenic leadership during which a series of events are held by each National Panhellenic Conference Sorority on a given campus.
5. **Fraternal:** used as an all-encompassing term to describe Greek life or Greek letter organizations, originally meaning family in Greek.
6. **Fraternity:** an organized society of men bound together by brotherhood and dedicated to the intellectual, physical and social development of its members. Many sororities will refer to themselves as a fraternity as well because it is a Greek term meaning family; whereas the word sorority stems from Latin (Baird, 1991, p. 11).
7. **Greek:** referring to a member of a fraternity or sorority; also used to describe a community of fraternities and sororities.
8. **Initiation:** a traditional ritual that brings a new member into full membership of the fraternity or sorority and formally recognizes them as an active member. The vast majority of fraternities and sororities have closed or secret rituals.
9. **Legacy:** someone whose mother, father, grandmother, grandfather, sister, or brother is a member of a Greek-letter organization. Some campuses and organizations will also take into account nieces and nephews of Greek members as legacies.
10. **Multicultural Greek Council:** the governing and programming leadership for the Multicultural Greek chapters which primarily identify as Asian based or

- Latino based organizations; containing both fraternity and sorority chapters.
11. **National Pan-Hellenic Council:** the representative body governing the nine historically black Greek organizations; containing both fraternity and sorority chapters.
 12. **National Panhellenic Conference (NPC):** the national governing council aimed at supporting the 26 National Panhellenic women's organizations¹.
 13. **NPC Unanimous Agreements:** a set of agreements made by the 26 National Panhellenic Conference organizations in the spirit of cooperation among the women's fraternities.
 14. **New Member:** a member who has not been initiated.
 15. **Panhellenic Association:** the undergraduate governing and programming leadership group for any NPC Women's Fraternities and Sororities on any given campus.
 16. **Philanthropy:** charitable projects connected with local or national charitable causes
 17. **Sister:** referring to members of a sorority
 18. **Sorority:** an organized society of women bound together by sisterhood and dedicated to the intellectual, physical, and social development of its members.
(also see fraternity).

¹ National Panhellenic Conference (NPC) organizations include Alpha Chi Omega, Alpha Delta Pi, Alpha Gamma Delta, Alpha Epsilon Phi, Alpha Omicron Pi, Alpha Phi, Alpha Sigma Alpha, Alpha Sigma Tau; Alpha Xi Delta, Chi Omega, Delta Delta Delta, Delta Gamma, Delta Phi Epsilon, Delta Zeta, Gamma Phi Beta, Kappa Alpha Theta, Kappa Delta, Kappa Kappa Gamma, Phi Mu, Phi Sigma Sigma, Pi Beta Phi, Sigma Delta Tau, Sigma Kappa, Sigma Sigma Sigma, Theta Phi Alpha, and Zeta Tau Alpha

University of Nebraska-Lincoln Panhellenic Definitions

At the University of Nebraska-Lincoln, the Panhellenic Association observes additional terms specific to their recruitment practices. Those terms include:

1. **Bid for membership:** a formal invitation to membership issued by Greek letter organizations, also referred to as bids.
2. **Campus Total (also known as Total):** the total number of girls that can be in a chapter on a given campus.
3. **Continuous Open Bidding (COB):** process of extending invitations to membership on an individual basis outside of the formal recruitment process.
4. **Letters of Recommendation:** recommendation letters written by active members or alumni of an organization on behalf of potential new members to be taken in to account during the organization's selection process.
5. **Membership Recruitment Acceptance Binding Agreement (MRABA):** a binding agreement signed by Potential New Members on preference day and kept on file by the Office of Greek Affairs. By signing this document, the Potential New Member is committing to a number of binding agreements regarding their participation in recruitment at the university where it is signed (see Appendix A). Also referred to as a preference card.
6. **Playing Fair:** the action of a potential new member who maximizes her options throughout formal sorority recruitment and attends all parties to which she is invited to on preference day, and preferences each of those chapters on her preference card, or MRABA, at the conclusion of the day. Individuals who play fair can be guaranteed a bid to a chapter on bid day during formal sorority

- recruitment.
7. **Potential New Member (PNM):** a student who is seeking membership within a Greek letter organization, but is not yet pledged to a chapter.
 8. **Preferential Bidding System/Mutual Selection Process:** the rank-ordering process that potential new members and sororities use to match potential new members to chapters.
 9. **Quota plus or quota additions:** additional women matched to a chapter above quota as approved by the Release Figure Methodology Specialist.
 10. **Quota–Total:** a formal sorority recruitment system that uses quota and total to determine membership.
 11. **Quota:** the number of new members a chapter is allotted through the formal sorority recruitment process.
 12. **Recruitment Guide (Rho Gamma or Rho Gam):** a temporarily unaffiliated undergraduate sorority woman selected and trained to be a guide and confidant for potential new members during the formal sorority recruitment process. Each recruitment guide, or Rho Gam, has a group of 10-14 potential new members, whom they assist and counsel throughout the recruitment week.
 13. **Release Figure Methodology (RFM):** methodology by which formal sorority recruitment numbers are figured (see the Release Figure Methodology section in chapter 2 for a full description).
 14. **Release Figure Methodology (RFM) Specialist:** an individual associated with the National Panhellenic Conference who is educated on the Release Figure Methodology used nationally. They are specific for each Campus.

15. **Single Intentional Preference:** the action of a potential new member choosing to only rank one chapter rather than maximizing their potential by ranking all of the chapters they have been invited to on that day on their Membership Recruitment Acceptance Binding Agreement.
16. **Snap Bidding:** the process of recruiting women who participated but were not placed through formal sorority recruitment after Bid Matching ends, and before Bid Day activities have commenced. This is conducted at the University of Nebraska-Lincoln during the Take a Second Look event on the morning of Bid Day.

Delimitations

This study looked at the formal sorority recruitment process of only National Panhellenic Sororities at the University of Nebraska-Lincoln and students seeking membership within those 15 organizations. Therefore, this study is limited to a very small population of students seeking membership in Greek life and excludes those students who wish to seek membership within the Multicultural Greek Organizations, National Pan-Hellenic Council fraternities or sororities or Men's Fraternities.

The University of Nebraska-Lincoln Panhellenic community also only consists of national or international Greek letter organizations, thus this study excludes local organizations (for example, Willard Sorority). Because of this exclusion of local organizations, it is assumed that all organizations participating will have standardized recruitment and membership selection practices provided by their national or international headquarters and will follow the University of Nebraska Lincoln Panhellenic Sorority Recruitment Rules (see appendix A).

Limitations

The results of this study, particularly the data collected regarding the Myers-Briggs Personality Typology Indicator, is all self-reported which could be seen as a limitation of the accuracy of the data. Additionally, because of the delimitation of the very specific population of Panhellenic Sororities, this study is not suggested to be generalizable outside of the Panhellenic community; and in particular the Panhellenic community at the University of Nebraska-Lincoln. Other limitations included a low return rate and response sets, as they were determined by the distribution methods later described.

Summary

This chapter presented an introduction to the present research on personality and persistence during Panhellenic Formal Sorority Recruitment including the background, significance, definitions, and hypotheses to be studied. Chapter II will review previous research on the topics of personality typology, Greek life, and Panhellenic Sorority Recruitment practices. Chapter III will detail the quantitative methodology used for this study including the design of the study, participants, and collection and analysis of the data. Chapter IV describes the common themes that emerged from an analysis of the data. Chapter V discusses the conclusions and findings for the study, recommendations to student affairs practitioners, and offers recommendations to student affairs practitioners and future researchers.

Chapter II – Review of Selected Literature

A Brief History of Greek Life

The history of Fraternity and Sorority Life formally began on December 5th of 1776 at the College of William and Mary in Williamsburg, Virginia with the founding of Phi Beta Kappa, “a society of men that embraced the principles of freedom of inquiry and liberty of thought and expression” (Phi Beta Kappa, 2011, paragraph 1). Within two years, Phi Beta Kappa had established branches of their organization at Yale and Harvard, but then ceased operations in the founding chapter a year later due to the confusion in Williamsburg caused by the Revolutionary War (Baird, Anson & Marchesani, 1991, pg. 4). Phi Beta Kappa remained the only fraternal organization bearing Greek-letters unit 1821, when Chi Delta Theta was founded at Yale University (p. 4).

Between 1776 and 1821, literary societies also found their roots under the names of Hermosian, Philanethan, Erosophian, Linonian, Adelphian, Phio technian, etc. These organizations comparably resembled Greek-letter organizations, but were better received by faculty and lacked the symbolic insignia of the Greek letters and social engagement found in organizations such as Phi Beta Kappa and Chi Delta Theta (Baird, Anson & Marchesani, 1991, p. 5). Similarly, during this pivotal time, orders of Kappa Alpha Sorority and Pi Beta Phi Sorority began to appear in 1812 and 1813 respectively (p. 5). In the autumn of 1825 Kappa Alpha Sorority was officially founded at Union College (p. 6). According to Baird, this society was “secret, it had a Greek name, it confined its membership to upper classmen, it displayed a badge of similar shape, and it named its

chapters on the same system” (p. 6), thus laying the foundation for numerous Greek affiliations thereafter.

For the next 25 years chapters of various fraternities and sororities were founded across the country, predominately in the Northern states. Fraternities and sororities were on the rise until the Civil War broke out, at which time almost all-collegiate activity was suspended (Baird, Anson & Marchesani, 1991, p. 8-9). After the conclusion of the Civil War, the South was so uncertain in their affairs that re-establishment of their Northern chapters were a rare occurrence. However, during this time many Southern chapters marked their founding, particularly at universities with predominate military character (pg. 9).

As fraternities and sororities across the country became more predominate, many of the literary societies dissolved into the national organizations (Alpha Gamma Delta, 2011, para. 1). Over the course of the last few decades, fraternities and sororities have found their place on campuses across the United States and Internationally. In particular, during the 1970’s and 1980’s fraternities and sororities marked the peak of their membership numbers nationwide. According to Baird, fraternity and sorority life has become “the prominent factor in the social life of American students” (1991, pg. 11). This prominence in the collegiate setting has drawn vast attention from publicists and educators alike, leading to a large base of literature, particularly over the last 20 years. This vast interest in Greek life literature can easily be seen via the extensive bibliography of Fraternity and Sorority Research from 1996-2010 collected by Dr. Charles Eberly,

Professor of Student Affairs at Eastern Illinois University, which accounts for over 1,000 articles concerning Greek life.

National Panhellenic Conference

In response to a growing need, in May of 1902 delegates from members of each of the national sororities in existence at that time, with the exception of Alpha Chi Omega and Chi Omega, convened to create the world's first interfraternal association. At the time, they adopted the name The Inter-Sorority Conference, which was later changed to The National Panhellenic Conference (Adventures in Friendship, 2009, p. 4).

Prior to this historic meeting, each college had their own unique recruitment system, some of which were "paragons of Panhellenic spirit" (Adventures in Friendship, 2009, p.4) while others "were so lacking in cooperation that their *modus operandi* could scarcely be called a 'system'" (p. 4). Through the formation of a national governing Panhellenic association, the foundation was set for the later mandate, to be passed in 1903, that on campuses "where there were two or more national fraternities, the groups should found a Panhellenic association" (p. 4). These Panhellenic Associations, which are unique to each campus, are charged with the responsibility of creating regulations for operation and conduct during the academic year and facilitating the recruitment process on their given campus (Mongell & Roth, 1991, p. 442).

These rules and regulations for a campus regarding conduct and recruitment created by individual Panhellenic Associations is expected to reflect the understanding pioneered by the National Panhellenic founders. That understanding was that,

“competition was not only a natural impulse but also a beneficial one, as long as it was tempered by a commitment to fair play” (Adventures in Friendship, 2009, p. 4). Thus acknowledging that recruitment was and is the most basic and urgent question of competition between women’s organizations looking to maintain placement on any given campus.

Recruitment

Every year on college campuses, thousands of women join sororities via a highly structured process, outlined by the National Panhellenic Conference. This process was designed to evade the ‘rush evils’ of undue expense and ‘elaborate parties’ (Adventures in Friendship, 2009, p. 4; Rolnik, Engeln-Maddox & Miller, 2010, p. 7). Similar to other college extra curricular organizations, sororities are faced with the necessity of finding new organizational members to replace the outgoing members. Each year, sororities experience the timely exit of approximately one-quarter of their membership, thus creating the need to recruit as a means of survival (Handler, 1995; Mongell & Roth, 1991; Risman, 1982; Scheibel, Gibson & Anderson, 2002). Early competition for membership is best described by Brown:

In the early days of the fraternities only seniors were admitted to the membership, but the sharp rivalry for desirable men soon pushed the contest into the junior class, and so on down, until at some colleges it scarcely stops at the academy. The general rule is, however, that members shall be drawn from the four undergraduate classes. ... As the colleges usually open about the middle of

September, the campaign for freshman is then commenced and lasts until Christmas, when each chapter has secured its most desirable candidates. Where there is great rivalry, however, initiations take place all year round (1920, p.14).

In response to this scramble or “rush” to find new members and the challenge faced on some campuses where individuals took up membership in two or more fraternities, the National Panhellenic Conference passed resolutions calling for the abolition of the practice of membership in multiple fraternities (Adventures in Friendship, 2009, p.5). By 1928, the National Panhellenic Conference began introducing a centralized system of bid matching and the first conversations for the use of preferential bidding systems began (Mongell & Roth, 1991, p. 443).

Today universities across the nation utilize the recruitment styles as outlined by the National Panhellenic Conference in their Manual of Information (2013). Within the Manual of Information (2013), the National Panhellenic Conference outlines the process to be used to determine, assess and conduct recruitment practices, including detailed policies, rules and guidelines (see the College Panhellenic Membership Recruitment section, p. 89-138, of the National Panhellenic Conference Manual of Information, 2013).

During Fully Structured Recruitment, as is used at the University of Nebraska-Lincoln, the formal sorority recruitment process spans several days. Over the course of this weeklong process, potential new members attend a series of events, which are sometimes referred to as parties. During the first round of events, potential new members are given the opportunity to meet a small number of current members, also referred to as

actives, from each of the Panhellenic chapters on campus. These meetings are usually extremely brief. After each round, potential new members are asked to rank the chapters and vice versa. Through this mutual selection process (see Mongell & Roth, 1991), potential new members are invited back to a designated number of chapters for round two.

A similar pattern is followed for each round until chapter invitations for potential new members have been narrowed down to three chapters. This process can take anywhere from four to seven rounds depending on the number of chapters present on the campus (National Panhellenic Conference, 2013, p. 110-117). At the University of Nebraska-Lincoln the process takes five days with four rounds of events.

During the last round of formal sorority recruitment, also referred to as Preference Day or 3 Party Day, potential new members are asked to rank chapters and sign a Membership Recruitment Acceptance Binding Agreement (MRABA see Appendix A), which ensures that no potential new member can gain dual membership within the Panhellenic Community, among other things.

On the final day of the formal sorority recruitment process, also referred to as Bid Day, women who have been successfully placed through the recruitment process are given bids, or invitations, to become a member of one of the chapters. If they choose not to accept their invitation to membership they are not allowed to attempt to gain membership into another chapter for one year's time (National Panhellenic Conference, 2013, 122).

Release Figures Methodology

In 2003, the National Panhellenic Conference piloted the release figures methodology on ten college campuses nationwide. This method is used to determine the number of invitations each chapter on a given campus is allowed to extend during each round of formal sorority recruitment. Prior to 2003, campuses utilized the law of averages to determine this number. This outdated method, however, proved itself to be troublesome for Panhellenic chapters, communities and potential new members alike.

As a result of using the law of averages, “many Panhellenics lost chapters because the use of the formula made it impossible for the chapter with the lowest recruitment returns to achieve comparable size” (National Panhellenic Conference, 2013, p. 121). Potential new members were hurt by this process as “many potential new members were statistically eliminated from recruitment as chapters with the highest recruitment returns carried many more women than necessary to attain quota, often leaving a high number of potential new members unmatched after the bid-matching process” (p. 121).

Recognizing the major flaws of the law of averages in determining invitation numbers, the National Panhellenic Conference created the release figures methodology. After seeing its success on the pilot campuses, the 26 member organizations of the National Panhellenic Conference unanimously agreed that all campus Panhellenic’s must adopt the methodology. Unlike the law of averages model, the release figures methodology utilizes a multiple step process that takes into account prior recruiting statistics for individual chapters and helps “statistically weaker recruiting chapters to have sufficient numbers of potential new members to match a greater number toward

quota” (National Panhellenic Conference, 2013, p. 121). Release figures methodology is implemented and conducted by a National Panhellenic Conference Release Figures Specialist that has been specifically trained in assisting campuses with maximizing their recruitment potential.

According to the National Panhellenic Conference, the purpose of using release figure methodology is:

1. To enable each women’s fraternity to invite a sufficient number of potential new members to each event to attain quota at the conclusion of recruitment.
2. To allow each potential new member to methodically investigate realistic options and ultimately match with a women’s fraternity for which she has a preference among those options.
3. To maximize the number of potential new members who ultimately affiliate with a women’s fraternity through recruitment (National Panhellenic Conference, 2013, p. 121).

Since its implementation in 2003, release figures methodology has helped campuses to better match potential new members and grow in the National Panhellenic community. According to the National Panhellenic Conference’s Release Figure Mythology Update 2012, “generally, 85 percent to 95 percent of the PNMs (potential new members) are matched with their first preference on their Membership Recruitment Acceptance Binding Agreement (MRABA) under

the Release Figure Methodology” creating a better likelihood of chapter pledging, potential new member acceptance of bids, and stronger retention rates overall (NPC Women, 2012, pg. 1).

Research on Panhellenic Sorority Recruitment

To date, the majority of scholarly research done on Panhellenic Sorority Recruitment has been gravely concerned with self-objectification, body image, self-esteem (Rolnik, Engeln-Maddox & Miller, 2010 and Chapman, Hirt & Spruill, 2008) and the fake conversation styles employed (Scheibel, Gibson & Anderson, 2002).

Rolnik, Engen-Maddox & Miller (2010) focused on the impact of sorority recruitment on self-objectification and body image disturbance suggesting that recruitment participation would lead to an increase in self-objectification which would then lead to increased body shame and eating disorders. Rolnik, Engen-Maddox & Miller found that recruitment participants evidenced higher levels of self-objectification and eating disorders at all time points through the recruitment process in the repeated measures study. They also found that body mass index was a predictor of dropping out of the rush process, however, their “higher body mass indexes” were not unhealthy levels, rather just not as low as those who persisted (p.14). This allowed them to make the claim that higher body mass indexes were predictors; a claim that adds to the negative research in an almost unfair manner. Additionally, Rolnik, Engen-Maddox & Miller’s (2010) study only looked at roughly 100 women going through sorority rush at a Midwestern university through a longitudinal study that did not start until women had already decided

to participate in the sorority recruitment process, thus their baseline measurement could have been skewed.

Chapman, Hirt & Spruill (2008) likewise, looked at the detriment sorority recruitment can have on the psyche of a potential new member, by attempting to determine how the sorority recruitment experience affected the self esteem of the 591 participants. To measure this affect, Chapman, Hirt & Spruill (2008) utilized the Rosenberg Self-Esteem Scale (RSES) twice; once pre-recruitment and once post recruitment; to measure the self-esteem differences between potential new members that both persisted and withdrew from the recruitment process. The findings of Chapman, Hirt & Spruill (2008) suggested that sorority recruitment was indeed a significant source of self-esteem for those women persisting through the process, and likewise a source of decreased self-esteem for those withdrawing (p. 45). Again, while this research adds to the knowledge base about the interworking of women during sorority recruitment, it does not add to the positive literature.

Scheibel, Gibson & Anderson (2002) focused on the conversation styles employed, particularly the mock conversations and dramatist rehearsing of conversations that happen during sorority recruitment. To study the conversation styles, the researchers developed a framework that combined Goffman's social frame of rehearsal and guilt-purification-redemption cycles. Their study found that sorority members do indeed use mockery in their conversations; and in particular three forms of mockery including demonstrations, question-and-answer sequences and improvised conversations (Scheibel, Gibson & Anderson, 2002, p. 231). Through attendance at nine "rush rehearsals" (p. 222)

at three different sororities, the authors concluded that sorority women use mockery to create a “fun” context and build a “positive attitude” within the current membership about the “impending organizational activities” to come, also known as the recruitment parties (p. 231). Additionally, this mock conversation, according to the researchers allows the actives to purify any guilt through mortification and scapegoating that they may have about “rushing” the new members (p. 231). In general the tone of their research is highly negative on the conversation and practices employed during sorority recruitment.

Conversely, Witkowsky (2010) shows the challenges faced by current members while disaffiliating as recruitment guides; a more positive research study looking at a negative aspect of sorority recruitment. In her study, Witkowsky (2010) conducted an ethnographic case study of 19 recruitment guides as they each struggled with disaffiliation from their organization to act as a neutral officer of the Panhellenic community (p. 51). The findings of Witkowsky’s research suggest that although recruitment counselors find it challenging to remain neutral, the gains of leadership skills and experience found through being a recruitment counselor out shines the sacrifices (p. 59).

Other previous research studies related to sorority recruitment accurately represent the few that have been addressed above. For every positive research study, there are multiple others looking at the negative stereotypes of these Greek letter organizations and their recruiting practices. To date, little research has been done on the personal traits of the potential new members and their persistence in the process; and even less positive research on the potential new member identities.

Myers-Briggs Personality Typology

The Myers-Briggs Personality Typology Theory was first proposed by Jung (1923/1971), later explained by Myers (1980), and is a tool to examine individual's ability to perceive the world around them, take in information, make conclusions about their observations, orient themselves within that world, and relate to their environment which affects their experience (Evans, Forney, Guido, Patton & Renn, 2010, p. 35). During formal sorority recruitment, a major aspect of the week is perceiving the world around you, taking in mass amounts of information, making conclusions about individuals you meet and chapters you are oriented to, and decide which chapter you relate to the best. Thus, it can be concluded that the perceptions measured by the Myers-Briggs are highly relevant during formal sorority recruitment.

The Center for Applications of Psychological Type (CAPT®; 2012) best summarizes the progression of Myers work, and why it is applicable today:

“Isabel Briggs Myers, with a bachelor's degree in political science and no academic affiliation, was responsible for the creation of what has become the most widely used and highly respected personality inventory of all time. The Myers-Briggs Type Indicator® (MBTI®) instrument, now taken by at least two million people each year-and translated into sixteen languages-was developed over a period of more than forty years, progressing from Isabel Myers' dining room to a cottage industry, to the prestigious Educational Testing Service, and to its current publisher, CPP, Inc.” (p. 1)

To categorize the aforementioned perceptions, learning styles, judgments, and orientations Myers utilized four bipolar dimensions: extraversion- introversion (EI), sensing-intuition (SN), thinking-feeling (TF), and judging-perception (JP); and each individual's dimensions can be measured and described using the Myers-Briggs Type Inventory (MBTI).

In *Gifts Differing: Understanding Personality Type* (1995) Isabel Briggs Myers and Peter B. Myers explained that the theory is “about human personality—its richness, its diversity, its role in affecting career, marriage, and the meaning of life” (p. xix) giving it the ability to reveal “not only what an individual will do in a situation, but also...how the person concludes what he/she just experienced” (Rosswurm, Pierson, & Woodward, p. 113).

Myers' beliefs that people “differ based on their relative interest in the outer world of people and things versus the inner world of ideas and concepts” (Evans et al., 2010, p. 35) are the bases of his first juxtaposition of extroversion-introversion. Extroverts are stimulated by the outside world and social interaction. They “typically feel energized by and seek out situations where they can work with or socialize with people and be actively involved with the world” (Quenk, 2000, p. 59). Introverts, however, are more reflective and enjoy solitude as a means of finding energy. They “feel energized by and seek out situations where they can work alone or spend recreational time alone, and where they have plenty of time to reflect on what they are doing” (p. 59).

An individual's perception of information intake and how they experience events form the bases for Myer's second dimension of sensing-intuition. In this category,

individuals who rely heavily on their five senses to perceive the world are categorized as sensing. Likewise, individuals who rely on their unconscious process including symbols, imagination, connections, possibilities, and inferred relationships, tend to relate to an intuitional perception (Evans et al, 2010, p. 35). Myers and McCaulley (1985) describe sensing as referring to “perceptions observable by way of the sense” (p. 12) whereas intuition “permits perception beyond what is visible to the senses, including possible future events” (p. 12).

Individuals then use Myers’ next category, thinking-feeling, to organize and process the information they are gaining so they can form judgments. In this category, thinkers form their opinion based on facts, evidence, and logic whereas feelers use values, dislikes and likes, and individual worth of the situation (Evans et al., 2010, p. 36). Myers and McCaulley (1985) explain it simply; “thinking is the function that links ideas together by making logical connections” (p. 12) and feeling is the “function by which one comes to decisions by weighing relative values and merits of the issues. Feeling relies on an understanding of personal values and group values; thus, it is more subjective than thinking” (p. 12).

A person’s orientation to their perceptions and opinions can then be categorized by Myers’ judging-perception category, in which perceptive types spend more time observing and taking in information, whereas judgers are quicker to make decisions (p. 36). According to Quenk (2000),

When we use a judging attitude, we want things in the outer world to be settled and decided; it is natural when we take a judging attitude to use our

Thinking or Feeling judgment (whichever we prefer) to be organized, methodical, and to reach decisions quickly. When we use a Perceiving attitude, we want to gather as much information as possible before we reach a decision; it is natural when we take a Perceiving attitude to use our Sensing or Intuition (whichever we prefer) to be flexible, spontaneous, and to reach decisions only after considering many options (p. 62).

Each of the eight preferences are intertwined, however, they are not dependent or indicative of one another. The four dichotomies, eight different preferences: extroversion, introversion, sensing, intuition, thinking, feeling, judging and perception; are combined within their four bipolar dimensions: EI, SN, TF, JP; and organized into sixteen types.

The MBTI is well known to many educators due to its ability to be distributed and scored relatively simplistically without sacrificing accuracy, validity or reliability and is used nationally on college and university campuses as a reliable student personality typology. According to Pascarella and Terenzini (2005), the MBTI “can be useful in understanding differences between college students and illuminating why students may respond in different ways to the same college setting or experience...Typological models remind us to take these differences into account in studies and in academic and nonacademic policies and practices” (p. 46). Student Affairs administrators can utilize the differences pronounced by typologies like the Myers-Briggs in their work with students that

are “unique individuals with different personalities, interests, and styles of interaction” (Evan et al., 2010, p. 33).

It is important to note that there are some claims against the Myers-Briggs continued use, including the common claim the MBTI overgeneralizes individuals and puts them into a category for which they may not holistically fit (Zemke, 1992, p.44). The MBTI should be seen on a continuum, however; generally it is used as a dichotomy of one or the other exclusively. Likewise, practitioners unfortunately also occasionally use the MBTI as predicative of certain behaviors, which when paired with the understanding that the MBTI is self-reported, can become problematic (p.44).

Current Research

The current study addresses the issue of personality, as determined by the Myers-Briggs Personality Typology, as it relates to persistence during Formal Panhellenic Sorority Recruitment.

Summary

This chapter presented a review of previous research on the topics of personality typology, Greek life, Panhellenic Sorority Recruitment practices and the Myers-Briggs Personality Typology. Chapter III will explore the methodology used for this particular study.

Chapter III -- Methodology

The purpose for conducting this research was to further explore the question “how does the personality of potential new members correlate with their persistence in the formal sorority recruitment process?”

Research Design

This research was an exploratory quantitative research study using the independent variable of persistence during the 2012 Formal Panhellenic Sorority Recruitment, as well as the dependent variable of personality typology as measured by the Myers-Briggs Personality Typology Inventory administered by Skills One.

Research Question/Hypotheses

This research was conducted as an effort to answer the question:

What is the correlation between personality, using the Myers-Briggs Personality Typology Inventory, and persistence during formal sorority recruitment, of potential new members at a large Midwest state school?

The research hypotheses are:

Women described as an Extrovert according to the Myers-Briggs Personality typology will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Woman described as an Intuitive according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Woman described as a Feeler according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Woman described as a Judger according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process.

Site

The site for this research was the University of Nebraska-Lincoln, which was chartered in 1869 and describes itself as “an educational institution of international stature” (UNL | About UNL, n.d., para.1). The Carnegie Foundation lists UNL as within the "Research Universities (very high research activity)" category and the university is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools (para. 1).

The university is located in Lincoln, Nebraska, which is a midsized mid-western city of 250,000 (UNL | About UNL, n.d., para.2). A vast majority of UNL’s student body

comes from Nebraska; 14,669 in state versus 3,370 out of state full-time students enrolled in 2011; and many identify as middle class Caucasians (para. 2).

The Greek Community at the University of Nebraska-Lincoln consists of 15 National Panhellenic Conference Sororities, 25 Interfraternity Council Fraternities, 3 Multicultural Greek Council Organizations, and 7 National Pan-Hellenic Council Organizations. The National Panhellenic Conference Sororities present at the University of Nebraska-Lincoln include Alpha Chi Omega, Alpha Delta Pi, Alpha Omicron Pi, Alpha Phi, Alpha Xi Delta, Chi Omega, Delta Delta Delta, Delta Gamma, Gamma Phi Beta, Kappa Alpha Theta, Kappa Delta, Kappa Kappa Gamma, Phi Mu, Pi Beta Phi, and Theta Phi Alpha.

In the 2012 Panhellenic Formal Sorority Recruitment all NPC organizations on the University of Nebraska-Lincoln campus, with the exception of Theta Phi Alpha, participated in the fully structured recruitment process. Theta Phi Alpha, because of their fairly recent colonization, only participated in the first round of the recruitment process. Thus, they did not offer bids on Bid Day or during the Snap Bidding process, although they were allowed to present at the Snap Bidding event entitled “Take a Second Look.” After round one of formal sorority recruitment, Theta Phi Alpha’s recruitment practices were limited to continuous open recruitment exclusively, which began the day after Bid Day.

Population/Sample

The general population of potential new members to the Panhellenic sororities at the University of Nebraska-Lincoln in the fall of 2012 included 793 women total. Of those 793 women, 549 attended the preference round, signed a Membership Recruitment Acceptance Binding Agreement (MRABA) and participated in bid matching. Through bid matching, 512 women were matched to chapters to receive bids, and 37 women were not matched; an overall placement rate of 64.56% or 512/793 matched. Out of the 14 chapters that completed the fully structured recruitment, 13 chapters matched to quota; which was set at 34 women; and received quota additions ($M=36.92$, $SD=.86$; see table 3.1).

Table 3.1

Council Bid Statistics for All PNMs	
Total Number of PNMs Participating In Recruitment	793
Total Number of PNMs Attending Preference Round	549
Total Number of PNMs Participating In Bid Matching	549
Number of PNMs Submitting Bid Preferences	549
Number of PNMs Receiving Bids	512
Number of PNMs That Did Not Match	37
% matched 512/793 =	64.56
Number of PNMs Receiving	
1st Choice	390
2nd Choice	88
3rd Choice	34
Number of Chapters Participating in Recruitment And Bid Matching	15
Number of Chapters Filling Quota	14

The sample used for this research was derived from the potential new members to the Panhellenic Sororities of the University of Nebraska-Lincoln Greek Community in

the fall of 2012. Participants were selected using a random sample of women signed up for formal sorority recruitment at the University of Nebraska Lincoln in the 2012-2013 school year obtained from the University of Nebraska, Office of Greek Affairs. A random sample of 625 women; the number of women out of the 793 women signed up for sorority recruitment that reported email addresses on My Campus Director; were contacted for participation in the study via email (see appendix E), and supplied with a link to www.skillsone.com to complete the instrument if they wished to participate.

Of the 625 emails sent, 85 participants completed the instrument fully, all of which were female. The average age of the participants in the sample population was ≈ 17.52 years ($SD= 3.37$), representing the self reported ethnicities of Caucasian (85), Asian (2), American Indian (2), Latino/Hispanic (1), and Pacific Islander (1). It is important to note that individuals could identify as more than one ethnicity simultaneously. Demographics for the entire population are not recorded by the Office of Greek Affairs, however, it can be assumed that the sample population is a good representation of the total population. There were no eligibility requirements or exclusions made based on demographic characteristics.

Instrument(s)

Myers-Briggs Type Indicator Step I Form M Inventory

The Myers-Briggs Personality Type Indicator Step I Form M consists of 93 forced choice questions, which lends itself towards a clear result within the four dichotomies (Myers, McCaulley, Quenk & Hammer, 1998). Questions are a mixture of short

statements and word pairs. Each question correlates to a particular preference outcome within the Myers-Brigg Typology. Prior to completing the personality inventory participants were asked basic demographic questions such as age, sex, and ethnicity. Data regarding participants' MBTI scores and demographical information was compiled and scored by CPP, Inc. and reported to the researcher.

My Campus Director

My Campus Director from Innova Ideas & Services is an online platform designed to simplify the management of formal sorority recruitment and provides extensive reporting for each round of recruitment. Potential new members, recruitment guides and chapters each have a unique password-protected account that is used to facilitate the mutual selection process. The Office of Greek Affairs at the University of Nebraska-Lincoln utilizes an administrative account that allows the recruitment staff to manage daily invite lists and potential new member schedules, match chapters and potential new members, bid-match, edit account information for potential new members, recruitment guides and chapters, and run multiple reports for each round and the recruitment process in general.

Data Collection Procedures

Data from the Myers-Briggs was gathered and stored through a secure account on the Myers-Briggs online assessment site, www.skillsone.com. The Myers-Briggs Personality Inventory given via www.skillsone.com took participants no longer than 30 minutes to complete. Students were given two weeks after the start date of this research

to complete the instrument. Each participant only took the inventory once, and they had the opportunity to stop the assessment at any time and return at a later date within the two-week time limit.

After one week of data collection there was a lack of response, thus a reminder email (see appendix F) was sent to all non-responding participants encouraging them to complete the inventory. After the completion of the data collection, all participants were sent a debriefing email.

Data from student persistence was recorded via Innova My Campus Director. Participants' Myers-Briggs scores and persistence records were paired using their email addresses. The informed consent (see appendix C) was obtained through an informational page of consent completed at the start of the www.skillsone.com link, which contained the Myers-Briggs instrument. Participants verified their consent by completing the instrument. Participants had the option to opt out of the study at anytime.

Data Analysis

Persistence in formal sorority recruitment was defined based on the withdrawal date, with one representing a withdrawal during the first round of formal sorority recruitment, two representing a withdrawal in the second round of formal sorority recruitment; and so forth. A persistence score of five was representative of continuing through the recruitment process through the fifth day and signing of a Membership Recruitment Acceptance Binding Agreement (MRABA) regardless of the outcome of bid matching.

A separate designation was made for those women who persisted during formal sorority recruitment and were offered a bid to membership for a chapter. Acceptance of bids by individual potential new members was not taken into consideration.

Summary

This chapter presented in detail the quantitative methodology used for this study including the design of the study, participants, and collection and analysis of the data. Chapter IV will explore common themes that emerged from an analysis of the data.

Chapter IV – Results

The data collected from the Myers-Briggs Typology Inventory and the My Campus Director platform was analyzed using SPSS. The Nebraska Evaluation and Research (NEAR) Center was consulted to perform the data analysis and determine the significance of the results.

Statistical Comparison and Statistical Tests

Through this research, it was found that there was not a significant difference between women described as extroverts ($M=4.38$, $SD=.923$) versus those women described as introverts ($M=4.09$, $SD=1.306$) via the Myers-Briggs Personality Typology Inventory when looking at persistence during formal sorority recruitment ($t(83)=1.133$, $p=.290$) using an Independent Samples t-test. Thus, it cannot be inferred that introverts are less likely to persist, and likewise, it cannot be inferred that extroverts will be more likely to persist.

The relationship between those women described as sensing ($M=4.21$, $SD=1.150$) versus intuition ($M=4.47$, $SD=.803$) also did not hold a significant relationship ($t(83) = -1.129$, $p = .262$), as shown through an Independent Samples t-test comparing sensing versus intuition and persistence during formal sorority recruitment. Further implying that perception or institution was not indicative of persistence during recruitment.

In looking at the difference between those described as thinking ($M=4.50$, $SD=.761$) and those described as feeling ($M=4.25$, $SD=.1.104$) and their persistence during formal sorority recruitment there was no significance ($t(83) = .958$, $p = .341$) using

an Independent Samples t-test. Thus, persistence cannot be inferred based on personality typology of thinking or feeling.

The relationship found, when using an Independent Samples t-test, between those described as judging ($M=4.29$, $SD=1.080$) and those described as perceiving ($M=4.33$, $SD=.986$) as compared with formal sorority recruitment ($t(83) = -.208$, $p = .835$) also showed no significance, and cannot lead to inference of persistence based on judging or perceiving.

Finally, in a Chi Squared analysis of the 85 respondents, including extroverts ($f = 63$) and introverts ($f = 22$) and their persistence defined by completion of all five days of recruitment and successful bid matching with a chapter there was no significance relationship found ($X^2(1) = .117$, $p = .732$). Thus, no inference of personality typology can be made between persistence defined by completion of all five days either.

Important Patterns

The original hypothesis was not supported through any of the data analysis because the results did not show patterns of strong positive correlation between any of the four personality dichotomies and persistence during formal sorority recruitment regardless of how persistence was defined.

Summary

Chapter IV describes the common themes that emerged from an analysis of the data.

Chapter V discusses the conclusions and findings for the study, recommendations to

student affairs practitioners, and offers recommendations to student affairs practitioners and future researchers.

Chapter V – Discussion

The original hypotheses of this study; that a woman described as an extrovert according to the Myers-Briggs Personality Typology would be more likely to complete and be placed in a chapter during the formal sorority recruitment process, a woman described as an Intuitive according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process, a woman described as a Feeler according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process, and a woman described as a Judger according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process; were not supported through the research. There are, however, findings that are significant to both this study and future research in the field, particularly the finding that personality typology is not linked in any way to persistence in sorority recruitment.

Myers-Briggs Personality Typology Inventory

As stated earlier Myers, of the Myers-Briggs Personality Typology, is built off the beliefs that people “differ based on their relative interest in the outer world of people and things versus the inner world of ideas and concepts” (Evans et al., 2010, p. 35) in describing his first juxtaposition of extroversion-introversion. Taking into consideration the nature of formal sorority recruitment, it would be easy to assume that a woman’s interest in recruitment might be based on her relative stimulation of energy being found either through social interaction or introspection. This study, however, suggests that

one's stimulation of energy does not hold such leverage, as we would have reasoned. In critiquing formal sorority recruitment, individuals often point to the excessively long days and rapid speed dating relationships that must be formed as an alienation to those who are less outgoing or introverted; however, the data presented seems to suggest that this alienation does not occur in a significant way for introverts. Part of this lack of significance could be due to the lack of faith given to the introvert's ability to perform under pressure in the original hypothesis. By assuming that introverts would not be able to persist during sorority recruitment because of their lack of time to reflect, the hypothesis cuts short the abilities of introverts to act outside of their typology, even if for just the short period of a week.

If persistence during formal sorority recruitment is not based on the outgoing personality of extroverts as originally assumed, then one must ask, could it be the individual's perception of information intake and how they experience events, also known as Myers' second dimension of sensing-intuition? As the data collected in this study suggested, an individual's perception, as defined by Myers is also not the key to persistence. Nor is it the individual's ability to organize and process the information they are gaining to form judgments, referred to as thinking-feeling, by Myers.

This is not to say, however, that a person's personality typology; the way they perceive the world around them, take in information, make conclusions about their observations, orient themselves within that world, and relate to their environment; does not have an effect on an individual's sorority recruitment experience. Rather, personality typology is just not indicative of their ability to persist or be placed. This understanding

that formal sorority recruitment is suited for any personality typology aptly represents the Panhellenic mentality on most campuses that there is a place for everyone.

The original hypothesis of extroverts being more likely to persist was problematic because of the common claim that MBTI is helpful in valuing differences, whereas many times it often just becomes a way of pigeonholing people into a certain typology stereotype (Zemke, 1992, p.44). This stereotyping, matched with the knowledge that no certain typology is more common, prevalent or important than any other, can lead to a complication when trying to make statements that a certain typology will be more likely to do something than another. Likewise, it is important to note that the results of this study clearly identified participants as one trait or another within each dichotomy, whereas, we know that each person and their interpretations of the prevalence of their typology within their life are unique to the individual and many people do not fit into one typology perfectly, but rather land somewhere within the continuum of the two personalities.

Other claims, also suggest that the problem with using the MBTI as predicative lies in its “horoscope-like” nature that is caused by its self reported answer method (Zemke, 1992, p.44). As Dash (1990) explained, “The Myers-Briggs Type Indicator provides adults with self-confirming insights and helps make patterning of human behavior understandable and acceptable,” (p.344) but it is not indicative of certain behaviors.

Persistence of Potential New Members

The University of Nebraska-Lincoln's potential new member persistence rates are comparable to the rest of the country. In 2012, the total number of potential new members participating in formal recruitment at the University of Nebraska-Lincoln was 793 women. By preference round that number had fallen to 549 women, who attended preference round and participated in bid matching; meaning they completed the recruitment process and filled out a Membership Recruitment Acceptance Binding Agreement (MRABA). Of the 549 total women submitting MRABA's 512 were placed with chapters causing the overall placement rate to be 64.56% (see table 3.1 in Chapter III for full statistics). The sample population used for this study was relatively reflective of the larger University of Nebraska-Lincoln potential new members population with a placement rate of 61.18%; or 33 women not placed and 52 women.

The total potential new member population at the University of Nebraska-Lincoln also matched national trends through the potential new member choice matches. In the final results, 390 women received their first choice chapter reported on their Membership Recruitment Acceptance Binding Agreement, 88 women received their second choice, and 37 women received their 3rd choice (see table 3.1 in Chapter III for full statistics). Unfortunately, the Office of Greek Affairs did not statistically record persistence rates past formal sorority recruitment.

Formal Sorority Recruitment

To further consider why this study was not able to produce any statistical significance, we must take into consideration the highly structured recruitment practices used construct the formal sorority recruitment process, and their effects on persistence.

Taking into consideration the history of Panhellenic sororities and their recruitment practices, it is only fair to assume that formal sorority recruitment will not fade away in the near future. A fully structured recruitment is necessary to find new organizational members to replace the outgoing members through a fair process that evades the early competition for membership.

It is reasonable to assume, however, that there are some changes that must take place for formal sorority recruitment to remain relevant to those going through the process. One of the most prominent movements nationally is towards a “No Frills” recruitment process. The concept driving the implementation of “No Frills” is that recruitment should not be a high cost event that focuses on decoration and entertainment. Rather, recruitment should focus on quality communication with the potential new members. “No Frills” recruitment is not explicitly defined by the National Panhellenic Conference, however, there are a few specific directives:

All College Panhellenics and their member chapters shall incorporate the following into their membership recruitment programs as soon as possible:

- Establish guidelines for membership recruitment budgets and set a cap on membership recruitment expenses, including the value of all donated goods and services in the cap figure.
- Eliminate all outside decorations.
- Confine all membership recruitment entertainment within the chapter house or other recruitment facility.
- Evaluate all membership recruitment skits as to length and content.

- Discourage the use of membership recruitment skits at the first round of parties.
- Discourage elaborate costuming and purchase of special membership recruitment outfits.
- Eliminate all gifts, favors, preference letters or notes for potential new members until they have accepted bids.
- Develop conversation and interviewing skills.
- Follow NPC recommendations for release figures (National Panhellenic Conference, 2012, pg. 53).

To enact these specific directives, the National Panhellenic Conference supplies campuses with guidelines, which each campus is asked to consider as they work to move towards their interpretation of a “No Frills” recruitment.

Values-based recruitment, like “No Frills” recruitment, also focuses on quality conversations with potential new members and has been shown to be a positive movement for fraternal life as well. Phired Up Productions, a leader in promoting values-based recruitment, defines this style of recruitment as four actions steps:

1. Use a Values-Based Selection Criterion.
2. Choose recruitment activities and behaviors that reflect the core values of your organization.
3. Engage in conversations with potential members that include topics related to your core values.

4. Prior to bid acceptance, ask potential members for full commitment to the chapter's values, mission, code of conduct, and requirements (Mattson, 2012, para. 4-8).

Essentially, values based recruitment is a practice in which the organization brings in members based on their organization's values and the potential new member's ability to engage in those values. Values-based recruitment and "No Frills" recruitment, because of their vast similarities, are many times referred to simultaneously and found on campuses working in tandem.

At the University of Nebraska-Lincoln, the Panhellenic Community is working towards implementing both styles of recruitment, "No Frills" and a Values-based method of conversation. These recruitment style changes could have had an impact on the persistence of women during formal sorority recruitment in the 2012 process. A "No Frills" recruitment retains the long days of previous recruitment methods, however, the interactions are less extrovert centric and more one on one values based conversation, which could have played more towards the personality typology of those who were described as introverts on the Myers-Briggs Typology Inventory.

As a part of moving towards a "No Frills" method of recruitment, the University of Nebraska-Lincoln has fully embraced and implemented the Release Figures Methodology. It is highly likely that this methodology, which was designed specifically:

to allow each potential new member to methodically investigate realistic options and ultimately match with a women's fraternity for which she has a preference among those options,

and

to maximize the number of potential new members who ultimately affiliate with a women's fraternity through recruitment (National Panhellenic Conference, 2013, p. 121),

had an impact in ensuring placement for all potential new members, regardless of personality typology.

Another possible explanation of the results of the data being inconclusive of the University of Nebraska-Lincoln's particular recruitment style favoring either introverts or extroverts could be the recruitment guide program. Prior to the 2012 formal sorority recruitment, the University of Nebraska-Lincoln's recruitment guide program was redesigned to include an extensive 8-week curriculum focused on understanding the entire Panhellenic recruitment process and how to adequately counsel potential new members through the process. These women served as counselors and confidants for the potential new members. Additionally, prior to withdrawing from the formal sorority recruitment process, potential new members were required to meet with their Rho Gam. It is possible that the recruitment guide team and their role as counselors to the potential new

members played a part in helping both extroverts and introvert persist during the formal sorority recruitment process.

Affiliated chapter members and individual chapter processes for choosing members also could have had an impact on the potential new member's persistence in formal sorority recruitment. Prior to the start of recruitment, each potential new member is required to fill out a recruitment application, which reflects the information gathered in a job application or resume. For many chapters, these paper applications are the first impression that the active members have of the women going through the recruitment process. These first impressions regularly lead to the formation of a preliminary second round invite list, which is drafted prior to the start of the first round and amended prior to list submissions for the second round. By drafting these preliminary lists, based on the paper applications prior to meeting the potential new members, chapters are not accounting for personality typology, which is nearly impossible to determine based on activities submitted on the paper application.

Chapter members also could have encouraged persistence in the formal recruitment process for all personality types through their conversation methods. When recruiting new members, chapters utilize specific methods to ensure that each potential new member feels as at home as possible. These methods include matching potential new members with the active chapter members that have similar interests or that the potential new member has met before, familiarizing chapter membership with the paper applications provided by potential new

members, and directing conversations away from touchy topics such as boys, alcohol, religion and politics. These recruitment practices could lend themselves to the persistence of potential new members, in that they make it easier for all potential new members to feel comfortable in the chapters during the events.

Delimitations and Limitations of this Study

This study was limited to only National Panhellenic Conference Sororities and students seeking membership within those 15 NPC organizations at the University of Nebraska-Lincoln. Thus, this study excluded those students who wish to seek membership within or currently identify as Greek through the Multicultural Greek Council organizations, National Pan-Hellenic Council organizations or Interfraternity Council fraternities. Because of the delimitation of Panhellenic Sororities being used exclusively, this study is not able to be generalizable outside of the Panhellenic community.

Additionally, all of the students that participated were seeking membership in a national or international Greek letter organization, which excluded local organizations (for example, Willard Sorority at Nebraska Wesleyan University). Because of this exclusion of local organizations, it was assumed that all organizations participating have standardized recruitment practices provided by their national or international headquarters and follow the University of Nebraska Lincoln Panhellenic Sorority Recruitment Rules accordingly (see appendix B).

It is also beneficial to note that this research is only indicative of those women who went through the formalized sorority recruitment at the University of Nebraska-Lincoln in the fall of 2012. Other campuses formal sorority recruitment style may be more or less tailored to persistence for individual personalities, thus generalizability across the nation is not recommended without reservations.

Other limitations to this study include the use of the preference score verses the continuous score used to determine personality typology. As discussed earlier, clearer significance and results could have been found if scores on the MBTI continuum were used as opposed to the dichotomy preference. Suggestions for future research include using the continuous score as opposed to dichotomous.

Lower than desired return rate and response sets, and the social desirability bias possible due to the self-reported responses obtained on the Myers-Briggs Personality Typology were also a factor in lack of significance, and larger sample populations would be suggested for future research. While these limitations were not holistically undesirable or unwarranted, they could have been a factor in the lack of significance shown in the statistical analysis.

Implications and Recommendations

The implications of this research are most beneficial to the University of Nebraska-Lincoln Greek Community; however, with the addition of longitudinal repetition they can be used nationally to develop learning outcomes. The two largest implications and recommendations for the University of Nebraska Lincoln from this

particular study include a continued push for “No Frills” and value based recruitment practices and a renewed sense of purpose for the redesign of the Recruitment Guide Program. The data and results found in this research can be used in one-on-one conversations with the Vice President of Panhellenic Sorority Recruitment, individual chapters and alumni advisors each year as recruitment rules, guidelines and plans are assessed and revised to further implement “No Frills” recruitment.

This research was purposed in showing a positive aspect of formal sorority recruitment and Greek life in general not seen in prior research. This purpose was met by reinforcing the positive work that the National Panhellenic Conference, the 15 independent NPC member organizations, campus professionals and values recruitment specialists at the University of Nebraska-Lincoln have been working towards through implementing “No Frills” and values-based recruitment styles.

Future research is suggested to be aimed at continued positive scholarship regarding Greek life and could include theoretical research subjects such as best practices for Recruitment Guide Training Programs; potential new member persistence during formal sorority recruitment and the continuum scores for the MBTI; other factors outside of the Myers-Briggs Personality Typology such as Holland’s Personality Theory which better includes environmental practices; best practices for continuous open recruitment; individual chapter policies and practices that may affect potential new member persistence; the effects of “No Frills” and values based recruitment on placement of potential new members; the inclusion of qualitative data to preform a mix methods study, and more research on the reality and actions of introverts outside of current stereotypes.

Conclusions

The original purposes of this study were to further the positive research done in the area of Greek life and explore the question of the correlation between personality, using the Myers-Briggs Personality Typology Inventory, and persistence during formal sorority recruitment, of potential new members at a large Midwest state school. While the data collected in this research did not bring any conclusive results to support the hypotheses, that woman described as an extrovert according to the Myers-Briggs Personality Typology would be more likely to complete and be placed in a chapter during the formal sorority recruitment process, woman described as an Intuitive according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process, woman described as a Feeler according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process, and woman described as a Judger according to the Myers-Briggs Personality Typology Inventory will be more likely to complete and be placed in a chapter during the formal sorority recruitment process; it did present pertinent topics for further discussion.

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APPENDICES

Appendix A-Membership Recruitment Acceptance Binding Agreement

MEMBERSHIP RECRUITMENT HANDBOOK

Membership Recruitment Acceptance Binding Agreement*

Name _____
 Campus address _____
 Campus phone number _____

I have participated in the membership recruitment period at _____
 [name of college or university].

By signing this acceptance agreement, I understand and agree to the following terms.

Please read and initial each of the following:

- I am willing to accept an invitation to membership from any women's sorority (fraternity) that I list on this agreement.
- I may limit my choices to just one OR list any women's sorority (fraternity) whose preference-round (last) event I attended, and from which I am willing to accept membership. I realize that by not listing the maximum number of events I attended, I may be limiting my potential to join any other NPC group during formal recruitment should I not be placed with my choice(s).
- Once I submit this agreement to the College Panhellenic Association, I cannot change the order of my preferences or add or delete a preference.
- If I do not receive an invitation to membership from a group that I have listed, I am eligible for continuous open bidding.
- I have the option of not submitting an agreement at this time.
- Once I submit this agreement, I am bound by the National Panhellenic Conference one-calendar year rule. This rule states that if I receive an invitation to membership from a group that I have listed and then do not accept it, I am not eligible to be pledged until the beginning of the next primary membership recruitment period.

Signature _____

By signing this form you are agreeing to accept a bid from any of the women's sororities you list below and if offered, you are bound to that bid for one calendar year.

Date _____

I agree to the terms stated above, and I am willing to accept an invitation to membership from any of the following women's sororities (fraternities) whose preference event I attended (listed in order of preference):

1st preference _____

2nd preference _____

3rd preference (if attended 3 events) _____

Signature _____

Date _____

The form is to be completed by the potential new member.

1. Immediately following her final Preference event, the potential new member goes to the Panhellenic designated place to receive her printed MRABA to be signed in privacy.
2. The potential new member is encouraged to list on this card any women's sorority (fraternity) whose preference (last) event she attended and from which she is willing to accept a bid to membership.

3. A signed Membership Recruitment Acceptance or Continuous Open Bidding (COB) Acceptance is binding.

**Unanimous
Agreements**

Appendix B-UNL 2012 Membership Recruitment Rules**University of Nebraska-Lincoln
Membership Recruitment Rules 2012**

All undergraduate and alumnae members of the sororities represented on this campus must abide by the Membership Recruitment Rules adopted by the University of Nebraska-Lincoln Panhellenic Association. It is the responsibility of each sorority to inform its members of these regulations.

1. General Membership Recruitment Regulations

- a. Membership Recruitment shall be permitted under the regulations prescribed by the Panhellenic Association and all National Panhellenic Conference (NPC) unanimous agreements will be upheld.
- b. The National Panhellenic Conference prohibits the use of alcoholic beverages and the participation of men during membership recruitment activities. This rule is in effect for 24 hours after bid cards are distributed on Bid Day (Saturday).
- c. National Panhellenic Conference encourages positive Panhellenic contact with potential members and the Office of Greek Affairs has appropriate materials for this purpose. Therefore, sorority women (both collegians and alumnae) must not contact prospective members or their parents via **telephone, email, or internet sites, including but not limited to Facebook, Twitter, or Myspace**, for recruitment purposes (i.e. membership recruitment recommendation letters or similar membership recruitment-related information) unless they have a preexisting relationship with the PNM. No sorority woman (both collegians and alumnae) should be actively or intentionally recruiting any potential new member to a specific chapter affiliation outside of Formal Membership Recruitment. Effective beginning the University's first day of school in spring semester through Bid Day.
- d. Sorority women (both collegians and alumnae) may not entertain high school students. This includes prohibiting sorority women (both collegians and alumnae) from inviting or permitting high school women to attend any sorority or fraternity party (formal or informal.) If the sorority woman knows the PNM through a preexisting relationship, entertaining high school students should not be an opportunity to actively or intentionally recruit any potential new member to a specific chapter affiliation. Effective beginning the University's first day of school in spring semester through Bid Day.

- e. Women who have not affiliated with a sorority are always encouraged to visit chapter houses throughout the school year provided Greek Affairs is aware of and approves of the visit. Any overnight guest must be registered in the Office of Greek Affairs. The guest policy for high school students includes sisters, first cousins and/or friends. A collegiate member may have no more than three non-member guests staying in the chapter house at any one time. However, no unaffiliated women will be permitted in a sorority chapter house from **May 5, 2012 through August 18, 2012 (Bid Day)**.
- f. Sorority women (both collegians and alumnae) may not visit a potential member in her place of residence from the start of the designated membership recruitment period (**8:00 AM Monday, August 13, 2012 through 2:30 PM on Saturday, August 18, 2012**). Recruitment Guides and Panhellenic Executive Team Members are the only sorority women allowed in the Residence Halls during the designated membership recruitment period.
- g. A sorority may not indicate to a prospective member in any way that she will or will not be given an individual invitation to a Membership Recruitment Party, or to membership, nor may a potential new member be asked to state her sorority preference.
- h. No sorority woman (collegian and alumnae) may make negative statements or offer personal opinions or rankings of other chapters or groups, or otherwise discourage Greek membership at the University of Nebraska.
- i. No Frills recruitment will be observed. No frills recruitment means that **no elaborate decorations, costuming, or entertainment** shall be part of recruitment. Chapters agree that the emphasis of recruitment events should be the interaction between sorority women and prospective members. Other stipulations are as follows:
 - I. The dominant decoration design must represent the colors of the chapter as adopted by their national/international organization. The dominant decoration design may also include the brand, symbols, mottos and taglines as adopted by the chapter's national/international organization. If a chapter's national/international organization has adopted a national philanthropy, then the brand of the national philanthropic organization may be used by that chapter on 10-event day. All designs must be in keeping with the no frills recruitment policy; table centerpieces, member nametags, and bulletin boards must reflect the dominant

decoration design described above. Tablecloths may be in a neutral color. No ostentation will be allowed.

- II. One bulletin board in the chapter house may be devoted to the Huskers or university involvement using the color scheme of the University.
- III. Decorations in the dining room are limited to tablecloths and small centerpieces (no larger than height of 12"). The serving table may have one larger floral arrangement. Other public areas of the chapter house may have no more than three floral arrangements on display. No floral arrangements should be on display in individual rooms on house tour day.
- IV. There shall be no outdoor decorations of any kind during Formal Membership Recruitment except on Bid Day (Saturday). This includes, but is not limited to, banners, balloons, etc.
- V. Each chapter will have a sign posted in their yard spelling out the name of their chapter. This sign will be provided by Greek Affairs.
- VI. There shall be no elaborate costuming or similar attire during Formal Membership Recruitment. This includes color coordination or any type of wardrobe coordination that suggests a theme.
- VII. On any day, no more than 2/3 of the chapter membership may be wearing the same color or color combination. The exception to this rule is the T-shirt worn for the Open House Round, in which actives will be required to wear the T-shirt designed by PHA. Chapters will contribute \$5 per member for the shirts.

- j. Sorority women are not allowed to attend fraternity functions, on or off campus, between the first round of Formal Membership Recruitment and 24 hours following the distribution of invitations to membership on Bid Day.

2. Formal Membership Recruitment Week

- a. The designated membership recruitment period is **Monday, August 13, 2012, at 9:00 AM through approximately 2:30 PM, on Saturday, August 18, 2012.**
- b. Bid Day is defined as **Saturday, August 18, 2012, at 2:30 PM through 12:30 PM on Sunday, August 19, 2012.**
- c. Sorority women are permitted to move into chapter houses on **Thursday, August 9, 2012, at 8:00 AM.** Chapter Executive Officers, Panhellenic

Executive Team Members and Recruitment Guides may move in on
Thursday, August 9, 2012 at 8:00 AM.

- d. During sorority recruitment, no woman is to be in any fraternity chapter living unit, nor shall sorority women attend a fraternity social gathering whether in the fraternity living unit or off-campus.
- e. All membership recruitment events will take place in sorority living units. If a living unit is not available, an alternate location will be identified and approved by Greek Affairs.
- f. No singing or yelling outside of the chapter house is allowed. Morale building cheers and singing should be conducted inside the chapter house with the doors and windows closed.
- g. Each chapter will be given a poster provided by Panhellenic that lists some of the most violated rules regarding formal recruitment. This will need to be displayed in a place that is visible to **ALL** active members.
- h. No elaborate decorations, costuming, or entertainment shall be part of recruitment. Chapters may not require or request that active members purchase any particular outfit, jewelry, shoes, etc. for recruitment events. Chapter members may not wear clothing that signifies a certain activity or involvement in the University or community during the Formal Membership Recruitment process.
- i. The National Panhellenic Conference prohibits the use of alcoholic beverages and the participation of men during membership recruitment activities. This rule is in effect for 24 hours after bid cards are distributed on Bid Day (Saturday).
- j. Actives will not be allowed to wear their letters in public beginning **Thursday, August 9, 2012, at 8:00 AM** through **Saturday, August 18, 2012, at 8:00 AM.**

3. Membership Recruitment Parties

- a. All sorority women (chapter members and alumnae) are responsible for understanding and observing the membership recruitment rules whether the action takes place prior to, during, or after the official recruitment period.
- b. Sororities may not give favors, gifts, or letters with promises of membership, etc., to prospective members prior to the time that invitations to membership are issued.

- c. Uniform invitations are issued and may only be issued through the Office of Greek Affairs.
- d. Name tags for potential new members for all parties will be provided by Panhellenic. Potential new members will wear their name tags throughout the recruitment period. Chapters may provide new members with name tags when they meet them at the Union on Bid Day (Saturday).
- e. Chapter members are not to engage in membership recruitment practices that isolate individual prospective members (or groups of prospective members) from the main membership recruitment group. These practices (commonly known as “hot boxing”) are contrary to the ethical standards of the Unanimous Agreements and violate the intent of the “Prospective Member Bill of Rights.” Two members may speak to a potential new member for the amount of time it takes to make an appropriate transition.
- f. During membership recruitment events, all pictures and references (including composite pictures) to Recruitment Guides, Panhellenic Executive Team Members, and Membership Recruitment Staff members must be covered.
- g. Only **active** chapter members of sororities who are current students at the University may participate in the actual membership recruitment procedures during Formal Membership Recruitment Week. Alumnae members of the sorority, chapter advisors, and female visitors from the chapters inter/national organization, parents and house directors may participate in an indirect manner only. These individuals must wear identifying name tags. The Membership Recruitment Advisor and House Director may be introduced.
- h. Any collegiate sorority women from a chapter other than the University of Nebraska-Lincoln must wear name tags identifying their affiliation.
- i. Each prospective member must be greeted and escorted by a chapter member as they enter the chapter house. A proper greeting between two people is appropriate. However, intimidating group activity, such as yelling a prospective member’s first and last name, is prohibited.
- j. Each sorority must make certain that all prospective members leave the chapter house at the end of each session by the specified time. Contact with potential new members must end at the front entrance of the chapter house. No prospective member may be escorted outside of the chapter house.
- k. The Office of Greek Affairs will provide each chapter with their official chapter grade point average.* This will be the only grade point average utilized through Formal Membership Recruitment. (***GPA will be from Spring Semester 2012**)

- l. Panhellenic strongly recommends and encourages each sorority to use sound judgment and discretion in planning and maintaining a realistic and sound financial budget for Formal Membership Recruitment.
- m. House directors have the opportunity to make a presentation once per party only on Day 4 of Formal Membership Recruitment. Their speeches must last no longer than five minutes. This is not mandatory.
- n. No elaborate decorations, costuming, or entertainment shall be part of recruitment. Chapters may not require or request that active members purchase any particular outfit, jewelry, shoes, etc. for recruitment events.
- o. The National Panhellenic Conference prohibits the use of alcoholic beverages and the participation of men during membership recruitment activities. This rule is in effect for 24 hours after bid cards are distributed on Bid Day (Saturday).

4. Regulations Affecting Potential New Members

- a. Each prospective member is obligated to attend all events she has accepted and at the time scheduled. In case of an illness or emergency, the prospective member is responsible for notifying the Office of Greek Affairs.
- b. A prospective member may not remove anything from the chapter house during Formal Membership Recruitment events.
- c. Recommendations are not required to participate in formal recruitment. It is the responsibility of the chapter to obtain a recommendation form if necessary.

5. Day 1-2: Open House Round- 20 Minutes

- a. 15 parties (divided between Monday night and Tuesday day)
- b. Actives should wear non-identical blue denim, white, khaki, black, colored, or patterned shorts, skirts, or capris and must wear the T-shirt designed by PHA. Chapters will contribute \$5 per member for the shirts.
- c. Only unadorned water. Clear cups and no garnishments are allowed.
- d. No food of any kind, including candy, is allowed
- e. No house tours will be given on this day, however it is acceptable to use basement
- f. Tri-fold from Greek Preview Day is suggested to use as a conversation point. This is the only display approved by PHA to use during Formal

Membership Recruitment.

- g. A power point for the Potential New Members to access throughout the summer will be provided by each chapter and posted on the Greek Affairs Website. The power point presentation must meet the following guidelines:
 - I. Only Microsoft power point options may be used.
 - II. Each chapter is allowed ten slides total. The content of the slides is as follows:
 - i. Chapter information such as symbols, colors, motto, etc.
 - ii. Scholarship (GPA will be verified by Greek Affairs, spring 2012 GPA will be used. Inter-sorority scholarship ranking will not be allowed on this slide.)
 - iii. Sisterhood
 - iv. Philanthropy
 - v. Involvement
 - vi. Fun
 - III. The Chapter power point presentation is due in **Greek Affairs by 4:00 PM on Monday, May 7, 2012**. Late entries will not be posted.

6. Day 3: Greek Membership: Conversation Time-30 Minutes

- a. 10 parties + 2 optional parties (optional parties chosen by each chapter specifically)
- b. Only unadorned ice water. Clear cups and no garnishments are allowed.
- c. No food of any kind, including candy, is allowed.
- d. No house tours on this day.
- e. Recruitment events on this day must include a discussion, presentation, or activity related to the chapter's philanthropy events. Those chapters required to show a philanthropy video produced by their National Organization may do so. Chapters may not create a philanthropy video for this day.

7. Day 4: Sisterhood /Foundation Day/House Tour-50 Minutes

- a. 6 parties + 2 optional parties (optional parties chosen by each chapter specifically)
- b. Only unadorned water. Clear cups and no garnishments are allowed.

- c. No food of any kind, including candy, is allowed.
- d. House tours are allowed on this day

8. Day 5: Preference Day-60 Minutes

- a. 3 parties + 1 option party (option party chosen by each chapter specifically)
- b. Chapters must submit a menu for preference day parties to Greek Affairs on **Friday, June 29, 2012, by 4:00 PM** for review. All menus will be reviewed by the Director of Recruitment for allergy purposes and/or ostentatious menu items to be determined by the Director of Recruitment. Any chapters whose menu has questionable items as determined by the Director of Recruitment will be contacted for menu revisions in a timely fashion.
- c. Presentations should be educational and informative as well as entertaining.
- d. Chapters may opt to use a video or slide show and/or interactive game.
 - I. The video may be no more than eight minutes long.
 - II. Absolutely no men allowed in the video unless shown in live footage. The men in the video cannot talk.
 - III. Absolutely no alcohol, red cups, nudity, or any pictures that may poorly represent sorority women.
 - IV. **Optional videos/slide shows/interactive games must be turned into Greek Affairs on Friday, June 29, 2012, by 4:00 PM.** Late entries will not be tolerated. Editing is permitted as long as the new copy is turned into Greek Affairs no later than **Monday, August 6, 2012, by 4:00 PM.**
 - V. **If your chapter decides not to use a video/slide show/interactive game, the Office of Greek Affairs will need to be informed no later than Friday, June 29, 2012, by 4:00 PM.**
- e. Following a chapter's last preference party, until bids are issued on **Bid Day (Saturday) at 2:30 PM**, there is to be no conversation or contact between sorority members and prospective members. Contact includes, but is not limited to, verbal, written, text, typed, or printed. This does not apply to disaffiliated members (recruitment guides and Panhellenic Executive team).

9. Bid Day

- a. Invitations to membership will be issued on **Saturday, August 18, 2012, at 2:30 PM**, with chapter activities beginning immediately following the distribution of invitations.
- b. Recruitment Guides will be responsible for handing out invitations.
- c. Recruitment Guides will be responsible for counseling and guiding prospective new members to the appropriate location.
- d. Each chapter will have a specific location assigned by the Office of Greek Affairs. The location of each chapter will be printed on the prospective member's invitation envelope.
- e. Each chapter will be allowed to have **two** representatives at the place of distribution. These individuals will be responsible for making sure that every member on the invitation list is present.
- f. Any new members who are absent must be reported to the Office of Greek Affairs immediately.
- g. Representatives from each chapter will lead the new members back to the chapter.
- h. New member lists will be posted on the Panhellenic blackboard page on **Saturday, August 18, 2012 at 12:00 PM**.

10. Continuous Open Bidding (COB/Open Recruitment)

- a. Continuous Open Bidding will begin **Sunday, August 19, 2012 at 12:00 PM**.
- b. Exceptions for the Continuous Open Bidding process shall exist only if the Panhellenic Council designates specific, formal membership recruitment periods at other times during the academic year, or if the colonization period has been established to benefit a new or reorganizing women's sorority.
- c. Invitations to membership may be extended at any time during Continuous Open Bidding.
- d. The National Panhellenic Conference requirement that prohibits the use of alcoholic beverages and the participation of men during membership recruitment is applicable to any function where membership recruitment guests are present. The requirement is in effect every day of the year.

- e. Continuous Open Bidding will conclude the last day of Spring Semester 2013.

11. Recruitment Guides (Rho Gammas)

- a. The responsibilities of a Rho Gamma will include:
 - I. Escorting the potential new members to and from event rounds.
 - II. Meeting with potential new members before and after each event to explain the Formal Membership Recruitment process and schedule, distribute daily event schedules, answer questions, provide guidance and support, establish positive relationships with PNMs, and report information to the Office of Greek Affairs & Director of Recruitment.
 - III. Punctuality for herself and for the potential new members.
 - IV. Having a positive attitude. Rho Gammas must set an example for potential new members by keeping a positive attitude about Formal Membership Recruitment and the UNL Greek community.
 - V. Remaining objective at all times by disassociating from her chapter's recruitment activities and decisions. Rho Gammas will not communicate with their chapters about recruitment or potential new members during the summer prior to and during the week of Formal Membership Recruitment.
 - VI. Disaffiliating. Rho Gammas will not discuss or display chapter affiliation to potential new members throughout the summer prior to and during the week of Formal Membership Recruitment.
- b. Disaffiliation will begin at the time Rho Gammas sign their disaffiliation contract. Disaffiliation will be strictly enforced by the Panhellenic Council throughout the summer prior to and during the week of Formal Membership Recruitment.
- c. To ensure there are enough recruitment guides to successfully assist potential new members throughout the Formal Membership Recruitment process, the Recruitment Guide Coordinator will be allowed to accept a maximum of five percent of each chapter's total membership. If necessary, the Recruitment Guide Coordinator will ask permission from chapter recruitment chairs to accept more Recruitment Guides from the pool of applicants only.
- d. Training sessions will be mandatory for all selected Recruitment Guides. Two excused absences will be allowed; unexcused absences or more than two excused absences may result in termination of one's position as a Recruitment Guide.

12. Acceptance of Rules

- a. All PHA chapter presidents and recruitment chairs must agree to accept and adhere to these University of Nebraska-Lincoln Panhellenic Association Membership Recruitment Bylaws by electronically signing their names at the mandated recruitment workshop facilitated by the Director of Recruitment.

13. Bylaw Amendments

- a. These University of Nebraska-Lincoln Panhellenic Association Membership Recruitment Bylaws will be reviewed annually. An amendment to these bylaws will be proposed by the Director of Recruitment and must be approved by a two-thirds vote of the chapter delegates.

University of Nebraska-Lincoln
Procedures for Membership Recruitment Violations

1. College Panhellenic Association Judicial Procedures for Membership Recruitment Violations

- a. The College Panhellenic Violation Report Form may be used by:
 - i. An undergraduate chapter (form must be signed by the chapter president)
 - ii. College Panhellenic Officer (form must be signed by the Director of Recruitment)
 - iii. A Recruitment Guide
 - iv. A Potential Member
 - v. Panhellenic Advisor
- b. The College Panhellenic Violation Report Form
 - i. The form must be signed by person filling out the report unless the violation is being reported by the undergraduate chapter. In the case of an undergraduate chapter filing the report, the form must be signed by the chapter president.
 - ii. The violation must be based on fact, not hearsay or rumor. The violation must also be witnessed. No second hand information is allowable.
- c. Duties of the Panhellenic President
When the Panhellenic President receives a signed copy of the College Panhellenic Violation Report form she must:
 - i. Verify the report was submitted to Panhellenic within 30 calendar days of the alleged infraction.

- ii. Verify that the report is specific as to time, place and witnesses.
 - iii. Verify that the report is based on fact, not hearsay and rumor.
 - iv. Endorse the report for mediation if from an undergraduate chapter.
 - v. If the report is from a Recruitment Guide, or a potential member or a Panhellenic Advisor, consult with the College Panhellenic Executive Board. The Executive Board shall examine the written report and determine whether or not the report shall be endorsed as stating a valid complaint. Within 48 hours of receiving the written report, the Executive Board shall report the results of their consideration to the President.
 - vi. A college Panhellenic "Notice of Infraction" form is to be completed by the Panhellenic President or Panhellenic Advisor after a violation report form has been properly filed. This form must be given to the cited chapter's president within one week of the receipt of the violation form.
 - vii. Arrange for mediation with an appointed mediator.
 - viii. Attend the mediation with an appointed mediator.
 - ix. Arrange for referral to the Judicial Board if mediation does not result in a decision agreed to by all involved.
 - x. Forward to the Panhellenic Judicial Board Chairman a copy of any violation that must be adjudicated.
- d. Responsibilities of the Panhellenic Executive Board
- i. When the Panhellenic President refers a violation form submitted by a potential member, a Recruitment Guide, or Panhellenic Advisor to the Executive Board, the Board shall evaluate the material and within 48 hours a notify the President of the Board's decision to endorse or not endorse the report for mediation. This shall be done in writing, and a copy of the decision shall be attached to the form.
- e. Mediation
- The purpose of mediation is the find a solution satisfactory to both the complaining party and the party against whom the complaint is made that is appropriate to the NPC Unanimous-Agreements and Constitution, Bylaws and rules of the University of Nebraska-Lincoln Panhellenic Association.
- A time a place for the mediation meeting shall be scheduled within 48 hours of receipt of the endorsed report. The mediator shall be a neutral party and preside over the mediation. The mediator may not be an alumna who is a member of a chapter involved with the mediation, nor shall an undergraduate member serve as mediator.
- f. Referral to the Judicial Board

- i. If mediation is not successful, the issue may be referred by the Panhellenic President to the College Panhellenic Judicial Board.

2. Recruitment Penalties for Infractions

Each college Panhellenic Association shall adjudicate fair and reasonable penalties for infractions of recruitment rules. The National Panhellenic Conference suggests using the following guidelines for establishing judgments:

a. Minor Infractions and Penalties

- i. Examples of minor infractions include, but are not limited to, violations of the following University of Nebraska-Lincoln Panhellenic Recruitment Policies and Regulations:
 - Keeping a potential new member in the chapter house beyond the end time of a recruitment session
 - Not adhering to the scheduled times for membership recruitment events
 - Theme, coordinated outfits
 - Violating guidelines for decorations, videos, or ceremonies
 - Hot boxing
 - Allowing potential members to leave the chapter house with an item from a sorority party
- ii. **Penalties** for Minor Infractions shall be assessed to fit the nature and degree of the offense. Examples of penalties include, but are not limited to:
 - Official reprimand before the College Panhellenic Council with a report sent to the NPC Delegate and National President of the group involved
 - Constructive penalties of a positive nature such as an educational activity designed for campus betterment or other service to the College Panhellenic
 - Any inappropriate decorations (i.e. excessive floral arrangements, themes, etc.) will be removed by members of the Panhellenic Executive Council and returned upon the conclusion of formal recruitment
 - A formal letter of apology written to other NPC groups on the University of Nebraska-Lincoln campus
 - Monetary fines for such violations will be the decision of the Panhellenic Executive Board and the Director of Greek Affairs. The amount is not to exceed \$300 per penalty per party. Monetary fines will be donated to the Lincoln Public Schools.

b. Major Infractions

- i. Examples of major infractions will include, but are not limited to, violations of the University of Nebraska-Lincoln Panhellenic Recruitment Policies and Regulations:
 - Failure to observe **silence or contact rules**
 - Making disparaging remarks about sorority women or chapters
 - Extending bids early
 - Encouraging women to Intentionally Single Preference
 - Suggesting a woman refuse a bid from one chapter to wait for a bid from another group
 - Involving men and/or alcoholic beverages or drugs in formal recruitment
 - Suggesting a potential new member withdraw from the formal membership recruitment process and wait to go through continuous open bidding
 - Planning on having a “Recruitment” get together with potential new members during the summer months (**May 5, 2012-August 18, 2012**)
- ii. **Penalties** for major infractions shall be assessed to fit the nature and degree of the offense. Examples of penalties include, but are not limited to:
 - A formal letter of apology written to the other NPC groups on the University of Nebraska-Lincoln Campus
 - An educational program for the Greek community or a Panhellenic workshop that will be determined through the mediation process
 - Monetary fines for such violations will be the decision of the Panhellenic Executive Board and the Director of Greek Affairs. The amount is not to exceed \$500 per penalty per party. Monetary finds will be donated to the Lincoln Public Schools.

3. Inappropriate Penalties

- a. A NPC chapter's quota shall not be lowered as a penalty
- b. The time of new member acceptance and/or initiation shall not be delayed as a penalty

4. Duration of the Penalty

The duration of any penalty imposed shall not exceed one calendar year from the time the final decision is rendered. A penalty shall become effective when the final decision is received by the offending group.

5. Notification of Penalty

A designated representative of the College Panhellenic Association shall report, in writing, within one week of the date it was imposed, any penalty to the NPC Area

Advisor and to the NPC Delegate and the Inter/National President of the NPC member fraternity against which it is imposed.

Appendix C-Informed Consent

University of Nebraska-Lincoln
Informed Consent to Participate in a Research Study
Personality and Panhellenic Sorority Recruitment: A Quantitative Study of Personality
Type and Persistence in Formal Sorority Recruitment Practices

We invite you to participate in a research study conducted at The University of Nebraska-Lincoln (UNL) by Laura Roof, a graduate student in the Higher Education Administration Masters program at The University of Nebraska-Lincoln. Dr. Miles Bryant is the UNL faculty advisor for this study. Your participation in this study is voluntary. You should read the information below, and email Laura (laura.roof@unl.edu) with any questions about anything you do not understand before deciding whether or not to participate.

Purpose of the Study:

The purpose of this research study is to learn more about the effect personality on persistence during Formal Panhellenic Sorority Recruitment.

The researcher, Laura Roof, is a graduate student at the University of Nebraska-Lincoln conducting research for a master's degree.

You are being asked to participate in this study because you completed an application for Formal Sorority Recruitment at the University of Nebraska-Lincoln during the fall of 2012. The researcher will provide a thorough explanation of the study, the hypotheses, and the potential implications of the results of the study to any interested parties.

What You Will Do In This Study:

If you agree to participate in this research study, the following will occur:

- You will be asked to complete one informed consent form at the start of the instrument. You may choose to print this page out for your records. By checking the box at the end of the informed consent page you are acknowledging your desire to participate in this study.
- You will be asked to complete the Myers-Briggs Typology Indicator, which should take approximately 30 minutes total.
- You will be provided an explanation of the study and the hypothesis in a debriefing session to be conducted after completion, or termination of the research session.
- Your Myers-Briggs Typology Scores and your persistence rates through the formal sorority recruitment process will be linked using the your email address. Email address will be removed immediately following a link being formed between the two variables.
- Total time commitment will be no longer than 30 minutes.

Potential Risks & Discomforts:

There are no more than minimal risks associated with this research.

Anticipated Benefits:

Successful recruitment practices are the corner stone of the continuation of Greek life on the modern college campuses. In order to develop such profound practices Greek life advisors, National Fraternity/Sorority Headquarters staff, and the leadership of individual chapters must



have an understanding of the individuals they are trying to recruit; for you cannot recruit those who you don't know. The findings of this study can be beneficial to anyone who has a vested interest in the continuation of Greek life on college campuses. In particular this research will be of assistance to the University of Nebraska-Lincoln as they work to continue beneficial sorority recruitment practices in the coming years, which will directly effect those individuals participating in the research whom find placement in a chapter. For those who do not find placement, the findings of this research can offer guidance to how their personality might be better suited for alternative methods of sorority recruitment, for example continuous open recruitment.

Confidentiality:

The research data will be kept in a secure location (or password-protected computer), and only the researcher will have access to the data. At the conclusion of the study, all personally-identifying information will be removed from the data. Email addresses will be used to connect personality type and persistence and will be removed from the data charts immediately after linking the two variables.

At the end of the study, the research advisor may request the data from the student, if deemed appropriate. The research advisor will then store the data in a secure location (locked office, lockbox cabinet, password-protected computer) or destroy data that contains direct identifiable information about the person.

The data collected will be presented in a thesis to be presented to the Higher Education Administration Department for partial completion of a Masters of Arts in Higher Educational Administration. This thesis will also be shared with interested parties in the UNL Greek Community and the Greek Community Nationally including but not limited to Headquarters Staff, Greek Life Advisors and Student Affairs Professionals.

Privacy:

No names will be used to match participants MBTI scores and recruitment records. Participants will be coded using email addresses.

Alternatives to Participation:

You may choose not to participate in this study. You may also choose to withdraw at any time from the study. The alternative is NOT to participate.

Questions:

Sometimes study participants have questions or concerns about their rights. In this case, please contact the UNL Research Compliance Services office at 402-472-6965 or irb@unl.edu.

If you have any additional questions about this study, please contact the student researcher: *Laura Roof*, laura.roof@unl.edu, 402-669-6644, or the researcher's faculty advisor: Dr. Miles Bryant, mbryant1@unl.edu, 402-472-0960.

If you wish, you can send an email message to Laura Roof and you will receive a summary of results at the completion of the study.

**Participation and Withdrawal:**

You are free to decline to participate in this research study, or to withdraw your participation at any point, without penalty. Your decision whether or not to participate in this research study will have no influence on your present or future status at The University of Nebraska-Lincoln.

Agreement:

By checking the box below you are indicating that the purpose and nature of this research have been sufficiently explained to you in order for you to decide to participate in this study

Appendix D-Debriefing Form

Debriefing Form

Thank you for participating in the study, Personality and Panhellenic Sorority Recruitment: A Quantitative Study of Personality Type and Persistence in Formal Sorority Recruitment Practices, conducted by Laura Roof in the Higher Education Administration Department at the University of Nebraska-Lincoln.

This study aims to explore the connection between personality, as measured by the Myers-Briggs Typology, and persistence during Formal Panhellenic Sorority Recruitment, as tracked by the Office of Greek Affairs. These results will be used to find connections between personality and persistence and will be shared with interested parties in the Greek Community Nationally including but not limited to Headquarters Staff, Greek Life Advisors and Student Affairs Professionals. All data will be kept confidential and no names will be connected to you.

If you have any questions or concerns about your participation in this study, or would like to learn about the results, please contact the researcher *Laura Roof*, laura.roof@unl.edu, 402-669-6644, or the researcher's faculty advisor: Dr. Miles Bryant, mbryant1@unl.edu, 402-472-0960.

Appendix E-Recruiting Email

Hello fellow UNL Student-

You are receiving this email because you have been randomly selected to participate in a research study at the University of Nebraska-Lincoln regarding personality types and sorority recruitment.

The results of this study will be used in part for the fulfillment of the graduation requirements for a Master of Arts and will be shared with the University of Nebraska, Office of Greek Affairs.

If you wish to participate please read the attached informed consent and fill out the following questionnaire via <https://online.cpp.com> (further instructions for log-in can be found at the bottom of this email, as well as in the attachment, Site Instructions).

This survey should take approximately 30 minutes to complete.

If you have any questions regarding this research please feel free to contact the researcher Laura Roof, laura.roof@unl.edu, 402-669-6644, or the researcher's faculty advisor: Dr. Miles Bryant, mbryant1@unl.edu, 402-472-0960.

Thank you,

Laura Roof

Online Assessment Instructions To Take an Assessment

1. Using a web browser (i.e., Microsoft® Internet Explorer), access the CPP Online Assessment site.	https://online.cpp.com
2. Enter the following Login.	UNLGreek
3. Enter the following Password.	gr33k2012
4. Leave the "User ID" blank unless you are returning to complete an assessment.	Click: LOGIN
5. From the menu select the desired assessment: MBTI® Step I Form M	Click: BEGIN

- You will be prompted to fill out a demographics page.
 - Select the batch name (if any) you have been instructed to select

- Provide the requested demographic information
 - Click **CONTINUE**.
- Follow all directions to complete your assessment.
- Respond to every item, answering the questions as spontaneously as possible. Don't think about how you "should" answer the question. The right answer is how you most accurately feel about the answer.
- After completing the assessment click **DONE** at the bottom of the page.
- Write down your USER ID.
- If you have completed everything you have been instructed to take, click **LOGOUT**.
- If for any reason you cannot complete an assessment in its entirety, be sure to click **SAVE & COMPLETE LATER**, so your responses will be saved and can be recovered when you resume.
 - Write down the User ID number so you can resume and/or take additional assessments using the same User ID.
 - Click **LOGOUT** and close your browser session
 - To continue the assessment, return to item 1 above and start again, entering your **USER ID** in Step 4 and clicking **RESUME** in Step 5.

If you have any questions during the self-administration process please contact Laura Roof at laura.roof@unl.edu. Thank you for your participation.

Appendix F –Follow up Recruiting Email

Hello fellow UNL Student-

This email is to serve as a reminder that you have been randomly selected to participate in a research study regarding personality types and sorority recruitment. Your participation in this study is optional. You have until October 15 to complete this assessment.

The results of this study will be used in part for the fulfillment of the graduation requirements for a Master of Arts and will be shared with the University of Nebraska, Office of Greek Affairs.

If you wish to participate please read the attached informed consent and fill out the following questionnaire via <https://online.cpp.com> (further instructions for log-in can be found at the bottom of this email, as well as in the attachment, Site Instructions).

This survey should take approximately 30 minutes to complete.

If you have any questions regarding this research please feel free to contact the researcher Laura Roof, laura.roof@unl.edu, 402-669-6644, or the researcher's faculty advisor: Dr. Miles Bryant, mbryant1@unl.edu, 402-472-0960.

Thank you,

Laura Roof

Online Assessment Instructions

To Take an Assessment

1. Using a web browser (i.e., Microsoft® Internet Explorer), access the CPP Online Assessment site.	https://online.cpp.com
2. Enter the following Login.	UNLGreek
3. Enter the following Password.	gr33k2012
4. Leave the "User ID" blank unless you are returning to complete an assessment.	Click: LOGIN
5. From the menu select the desired assessment: MBTI® Step I Form M	Click: BEGIN

- You will be prompted to fill out a demographics page.

- Select the batch name (if any) you have been instructed to select
 - Provide the requested demographic information
 - Click **CONTINUE**.
- Follow all directions to complete your assessment.
- Respond to every item, answering the questions as spontaneously as possible. Don't think about how you "should" answer the question. The right answer is how you most accurately feel about the answer.
- After completing the assessment click **DONE** at the bottom of the page.
- Write down your USER ID.
- If you have completed everything you have been instructed to take, click **LOGOUT**.
- If for any reason you cannot complete an assessment in its entirety, be sure to click **SAVE & COMPLETE LATER**, so your responses will be saved and can be recovered when you resume.
 - Write down the User ID number so you can resume and/or take additional assessments using the same User ID.
 - Click **LOGOUT** and close your browser session
 - To continue the assessment, return to item 1 above and start again, entering your **USER ID** in Step 4 and clicking **RESUME** in Step 5.

If you have any questions during the self-administration process please contact Laura Roof at laura.roof@unl.edu. Thank you for your participation.