

BUMPING & ROTATION GUIDE

Alpha Xi Delta
MEMBERSHIP TEAM



Bumping & Rotation Guide

Rotation is a logistic element of the recruitment event planning process. Commonly referred to as simply “bumping” or the “rotation”, this process allows potential new members to create connections with multiple Sisters within a single recruitment party through a streamlined and methodically planned process. Bump rotations are much more than a plan of who talks to who; it includes strategically matching Sisters based on commonalities and recruitment strength, as well as conversation planning and transitions.

Who creates the bump rotation? The Membership Vice President serves as the key strategist for your chapter’s recruitment plans and recruitment education initiatives, including the task of creating and teaching rotation to the chapter. However, as a crucial component of recruitment event plans, the Recruitment Events Director should assist in the development of bump rotations and other strategic party logistics.

Keep in mind that chapters thrive when they feel comfortable and confident! If your chapter has established rotations that work well for your recruitment space and the number of PNMs you anticipate, there is no reason to reinvent your process. Remember to meticulously capture the details of your rotation and education efforts so that the process that works can easily be re-created year over year. Write your rotation(s), specific timing details, entrance and exit logistics and possibly create a Power Point or video to capture the rotation so that it can be shared more efficiently.

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GETTING STARTED

Before starting the process of establishing bump groups and a bump rotation for your chapter, there are a few key logistic details you need to gather. Much of the information needed can be easily captured within the Recruitment Event Planning Template available on DISH – this template is required to be completed as part of the Recruitment Event Planning Report.

NUMBER OF SISTERS RETURNING & RECRUITING

- Sisters who are inactive,
- Sisters who serve as a Recruitment Counselor,
- Sisters on your campus' Panhellenic Executive Board,
- Sisters who are graduating or transferring,
- or any Sister who will otherwise not be present should not be included in a bump group.

Also, don't forget to take out the number of Sisters who will be present, but not able to pick up PNMs to recruit; this may include, but is not limited to, members of the Membership Evaluation Committee or any Sister responsible for essential tasks during the parties such as greeter, food and beverage or party timer.

ESTIMATED PARTY SIZES

Utilize your chapter's prior formal recruitment results to determine future party size estimations. Specifically, you should look for:

- The Open House Pool (*the number of PNMs that showed up for the first round of recruitment*),
- Carry figures,
- Accept/regret rates per round.

Once you have your estimation for the overall number of PNMs attending your chapter's parties that round, simply divide by the number of parties per that round to find the number of PNMs to expect per party. Remember to adjust for factors that may impact growth or decline in these numbers such as expected registration trends, if your campus is bringing on a new chapter or losing a chapter from the previous year, or if there are any chapter-specific factors that may impact whether PNMs choose to prioritize Alpha Xi Delta. Also remember that preparing for too many is more logistically sound than preparing for too few. Best case scenario is to have Sisters left over than not have enough Sisters to have one-on-one conversations with the number of PNMs per party.

NUMBER OF PARTIES PER ROUND

The number of parties per round will impact estimated party sizes. If you're expecting 100 PNMs in a particular round and there are five parties that round, you can expect 20 PNMs per party. It is important to note that just because your chapter had twelve parties the first round last year, doesn't mean you can expect the same number this year. Discuss with Panhellenic exactly how many parties they plan to have each round and explain the importance of sticking with this number for chapter planning purposes.

RECRUITMENT SPACE

The size and capabilities of the recruitment space will impact the style and strategy behind recruitment rotations. You should be able to identify where you will be recruiting each round as well as the dimensions of each space. Knowing what event inventory, such as tables, chairs, or furniture, already exists within the space or can be provided is critical to the planning the logistics of rotation for each round. The dimensions and existing features within any room will impact the number of Sisters and PNMs you can fit within the space.

NUMBER OF MINUTES WITHIN EACH PARTY

The number of minutes per party most likely varies each round and will help you determine key rotation factors, such as how many rotations can take place and at what minute should the PNMs begin to exit the party.

It is important to recognize that each of these factors may change depending on each round of recruitment. Party sizes will change between rounds due to the chapter's carry figure and invitation accept/regret statistics. It is common for the length of recruitment parties to become longer as recruitment rounds progress: there may be as little as 15 to 20 minutes during the Open House Round and may be given up to an hour or longer for Preference Round.

Also, there may be Sisters that have legitimate reasons to miss a recruitment event, such as class, that would make them absent for multiple recruitment parties or possibly an entire round. Sister attendance by round and party is crucial to know before counting on that Sister to be an active member of a bump rotation or pick up a PNM during a recruitment party.

For some campuses, the recruitment space may also change depending on the round of recruitment. This information is critical to know prior to creating a rotation so the recruitment space can be considered when making such strategic bumping and rotation decisions.

DETERMINING SPACE & NEEDS

Simply knowing where you will be recruiting does not effectively analyze the recruitment space enough to determine the needs of a strategic recruitment rotation.

Ask the following questions to gather information about the recruitment space:

?

What furniture and/or décor already exists in the space?

?

Does this existing furniture provide enough seating for PNMs? PNMs and Sisters?

?

What seating resources are already available? Or, will you need to explore rentals?

?

What will need to be removed or added within the space so it can fit all PNMs and Sisters comfortably and emphasize conversations?

?

What activities, if any, will PNMs and Sisters complete each round? Where in the recruitment space will this take place?

?

What elements of décor can be incorporated per recruitment rules?

?

Where will these elements be placed within the space?

?

Will or how will you incorporate these elements or décor or engagement within the rotation?

Do not be afraid to explore event rentals when necessary. There are likely local event rental companies that can provide tables, chairs, lighting, draping and other event elements. Be conscious of recruitment rules and the overall budget when exploring these options. Discuss how to strategically address your recruitment needs and budget with advisors, volunteers and Recruitment Territory Director.

The greatest influence on the room setup for conversations should be what other chapters on your campus are doing. Do all PNMs and Sisters have a seat? Do they sit at tables? Does only the PNM sit in a chair while the Sister sits on the floor? Are there no chairs or tables at all? Do Sisters and PNMs stand for the duration of the party? These are all good questions to ask when evaluating what might be your chapter's best approach.

If there is no clear direction from other chapters on your campus, keep in mind the following best practices:



Conversations are best held when both the PNM and Sister are comfortably sitting at eye level to one another. This setup is most natural for conversations and will lead to the PNM feeling comfortable and confident more easily.

Sisters should avoid seeming intimidating by standing over or at a higher eye level than a PNM. Ideally during transitions where PNMs or both PNMs and Sisters are seated, the Sister bumping into the conversation should kneel down to maintain eye level and a friendly disposition.



When seating both PNMs and Sisters is not an option, still try to give PNMs a seat so that she may be comfortable for the duration of the recruitment party. In this scenario, the Sister should sit or kneel in front on the seated PNM for recruitment conversations

- Be conscious of the direction that each seat faces. PNMs should be given a sightline that shows the most aesthetically appealing or engaging components of the recruitment space and should avoid sightlines where the PNM would stare at a wall or other displeasing element for the duration of the recruitment party.
- Be mindful of activities or other elements of engagement for each round so that the space can accommodate seating or tables as necessary.
- Once an approach has been determined, strategic seat or space assignments should be given to group like-Sisters and like-PNMs together, prioritizing targets and recruitment strength.

Remember that once actual party sizes are released to re-count the number of seating spaces needed to accommodate your plan – leave just a few extra than your largest party size of the day just in case. AllSeated is a free online event management platform that allows you to select the size of the event space and build a room layout with as many chairs, tables or other elements as needed. Alpha Xi Delta highly recommends using this platform, or a similar system, to create a room layout that is the correct scale of your recruitment space. Visit their website at www.allseated.com to create an account and begin creating room layouts for all rounds of recruitment events.

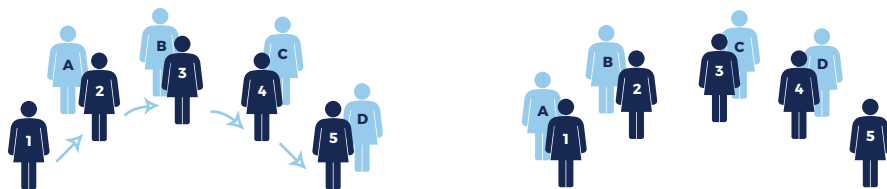
TYPES OF ROTATIONS

There are two types of bump rotations that chapters typically use: group and partner. The ultimate conversation goal is to give each PNM the opportunity to make a connection with one or multiple Sisters in one-on-one interactions. This is best done when we can avoid “double-recruiting” at all costs. Double-recruiting is when one or more Sisters must host two PNMs each to accommodate more PNMs per party than the chapter’s pick-up capacity. Chapter size and space restrictions will significantly influence which style of rotation is chosen. If double-recruiting is an expected practice for your chapter, review the best practices following each rotation description below.

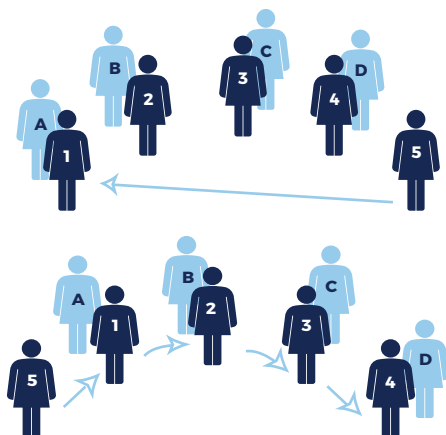
GROUP ROTATION

The majority of Alpha Xi Delta chapters utilize the bump group approach. The bump group type rotation includes a small number of Sisters strategically grouped together – the key difference in this approach is that one Sister per bump group is not matched or does not initially pick up a PNM at the beginning of each party. She serves as the initial bumper and initiates the beginning of the bump rotation.

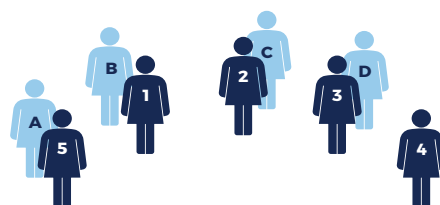
For example, if a bump group is made up of 5 Sisters, either Sister #1 or Sister #5 would not pick up a PNM. In this example, Sister #1 is your initial bumper. After the designated time for the first conversation has passed within the recruitment party, Sister #1 would begin the rotation since she does not have a PNM.



This rotation can be repeated as many times as desired during a recruitment party – the initial bumper changing each time to the Sister who was “bumped out” of the previous rotation. In the above example, Sister #5 has been bumped out of the rotation and is without a PNM. She will serve as the initial bumper and initiate the second rotation. Before a Sister initiates a new bump rotation for her group, she will need to wait the designated time so that conversations from the previous rotation have enough time to develop. Rotating too quickly will give PNMs an experience of many surface encounters rather than multiple deep connections. It is critical that the timing of rotations be practiced prior to recruitment and facilitated during live parties so that conversations develop strategically and each party runs on time.



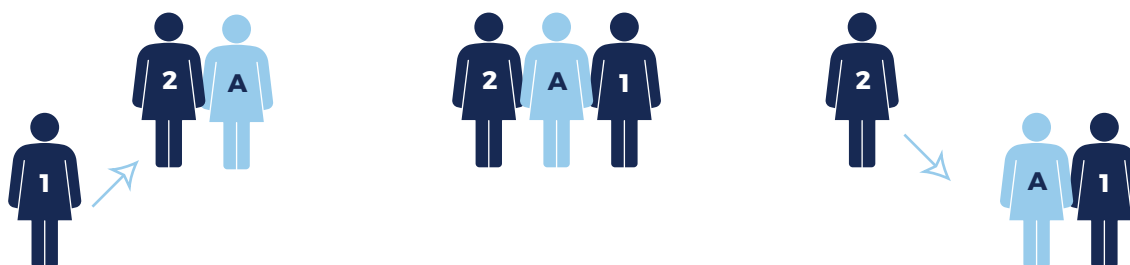
Sister #5 without a PNM will now act as an initial bumper to begin the next rotation at the designated time in the party. Rotation can repeat as many times as desired. The Sister who is “bumped out” of the rotation will always serve as the initial bumper.



DOUBLE RECRUITING

When double-recruiting, the best option is to prepare all members for the possibility of being matched to two PNMs and to bump into a conversation where two PNMs are present. This way all Sisters are prepared, confident, and need little warning should the scenario arise. If Sisters are apprehensive about these conversation skills, consider identifying a single bump group or appropriate number of Sisters to double-recruit whenever necessary. Since double-recruiting can feel more tiresome for Sisters, consider alternating double-recruits and single PNMs within a bump group so Sisters get a break with each rotation. Remember to prioritize target PNMs by only double-recruiting less desirable PNMs who happen to be placed in the line beside one another.

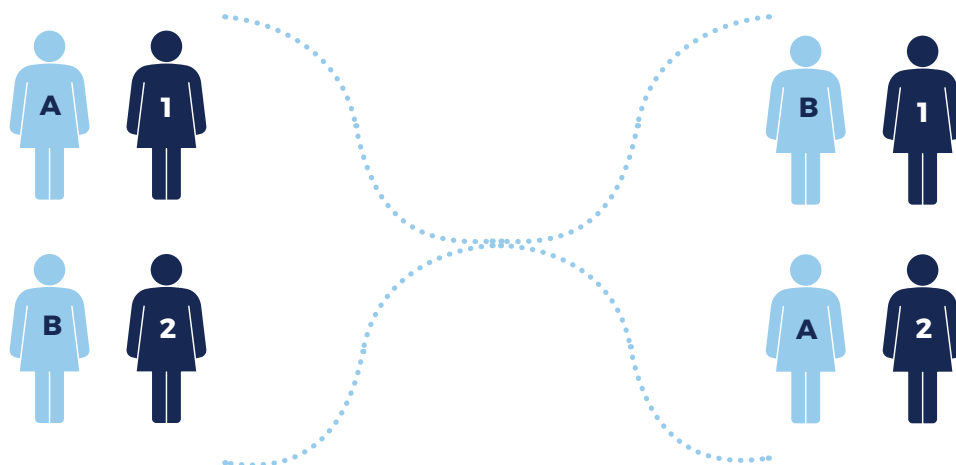
A different approach to the bump group style rotation would be when moving PNMs throughout the recruitment space as necessary – such as when an activity or element of engagement is a component of the recruitment party. In this approach, the most natural opportunity to move the PNM is during a transition or when Sisters bump one another. In this case, Sister #1 would approach Sister #2 for the transition and include wording such as “I’m so excited to meet you, we’re going to head in this direction to view our chapter’s philanthropy video”. Then, Sister #2 would be free to pick up Sister #3’s PNM. This version of the bump group rotation works best when each Sister has a “home base” or will take each rotation’s PNM to the same space each time. If each Sister in this version of the rotation is responsible for a unique portion of the party flow (video, craft, activity, other element of engagement, etc.), it is critical that the chapter rotates enough times so that each PNM has the opportunity to experience each portion of engagement. In the above example with four PNMs and five Sisters, the group would have to complete three full rotations.



PARTNER ROTATION

A partner rotation is exactly how it sounds: two Sisters will be partnered together for the duration of the party, each with their own PNM. Partner rotations eliminate initial bumpers and may be best for chapters who either do not have enough members to pick up the number of PNMs expected per party or are otherwise limited in the number of Sisters recruiting (*space, allowed by Panhellenic, etc.*). While each Sister-PNM pair should begin in their own conversations, spatial proximity and strategically planned transitions should allow these two Sisters to switch PNMs at a designated point during the recruitment party. Partner rotations work best when either the party is too short to rotate multiple times or the conversation goal is to create deeper connections through longer 1-1 interactions such as in Preference. Seating assignments should be given so that partners are seated or standing near one another. Additionally, conversation planning should be an integral component for recruitment education and practice – Sisters will need to know how and when to begin the switch of PNMs with their partner. Conversation transitions for partner style bump rotations are the key to success; if the rotation is awkward or not perceived well by PNMs, or even not a common style of rotation on your campus, it may not boast well for recruitment results. Only one rotation, the switch, is possible with partner style rotations.

If double-recruiting is still necessary after eliminating initial bumpers and using a partner style rotation, consider having both partners double recruit. PNMs in this scenario will see they are not the only ones who are partnered with another PNM and may feel more comfortable. Consider alternating which partners double-recruit each party so Sisters can get a break from double-recruiting if needed. Also, remember to identify which Sisters show conversation confidence for double-recruiting and prioritize target PNMs by only double-recruiting less desirable PNMs who happen to be placed in the line beside one another.



HOW BIG SHOULD YOUR BUMP GROUPS BE?

Once a style of rotation that best fits your chapter's needs has been determined, it is time to figure out how to structure Sisters into partners, teams, or groups. For partner-style rotations, the PNMs exposure is limited to two Sisters that must be able to transition between two conversations without missing a beat. Choosing partners should consider the level of friendship and common recruitment strength between Sisters.

The size and number of bump groups should be directly correlated to the number of PNMs expected per party in each round. The smaller bump groups are, the more initial bumpers are out of rotation; vice versa, the larger bump groups are, the fewer initial bumpers are out of rotation. Another component to keep in mind is that the larger a bump group is, the longer it will take for all members within the group to transition and complete the rotation. Such timing impacts the overall party and can determine how many rotations are possible – this can be incredibly important if PNMs must rotate to each member within a bump group for party goals.

The number of Sisters per bump group and the number of bump groups will determine your chapter's pick-up capacity. The pick-up capacity tells how many PNMs your chapter can handle picking up at the door, excluding initial bumpers in this number as they cannot pick up PNMs in order to begin the rotation. The following easy equation works backwards, beginning with the number of expected PNMs per party, to help you determine how many groups and Sisters per group may best fit your chapter!

THE THREE NUMBERS YOU WILL NEED ARE:

1

Expected number of PNMs going through recruitment

2

Number of parties the first round of recruitment

3

Total number of chapter members returning
and participating in formal recruitment

CALCULATE THE EXPECTED PARTY SIZE:

Take the number of expected PNMs and divide them amongst the number of parties during the first round. This is most likely the largest number of PNMs you will see per party throughout recruitment.

FIND THE NUMBER OF INITIAL BUMPERS YOU CAN HAVE:

Take the number of chapter women returning and subtract the number of expected PNMs per party. Remember to not include Sisters who will be out of the rotation (*recruitment counselors, chapter leadership or Sisters needed for other tasks and committees*).

CONSIDER HOW MANY PEOPLE WILL MAKE UP EACH BUMP GROUP

You'll need to divide the number of Sisters returning by the number of initial bumpers

EXAMPLE:

500 PNMs going through recruitment

10 parties the first round = $500 / 10 = 50$ PNMs per party

This is where over-estimating the number of anticipated PNMs is crucial – planning for too few PNMs will force your chapter to double-recruit.

EXAMPLE:

70 members returning. Using the previous example of 50 PNMs per party: $70 - 50 = 20$.

This means that if 50 Sisters pick up the 50 PNMs at the door for each party, 20 Sisters will be utilized as initial bumpers.

EXAMPLE:

Example: 70 members returning and recruiting with 20 initial bumpers: $70 / 20 = 3.5$.

- Always round UP when this formula does not provide a whole number, as rounding down will not provide enough Sisters per group to pick up the anticipated number of PNMs.
- Using 4 Sisters per bump group will produce 17 full bump groups ($70 / 4 = 17.5$). In this example, we will have 17 initial bumpers and two Sisters will be left out of the rotation ($17.5 \times 4 = 68$).
- 3 Sisters will pick up in each bump group / $17 \text{ groups} \times 3 \text{ picking up per group} = 51$
- 51 is the pick-up capacity for this example, fitting our need of a maximum 50 PNMs per party

Calculating these numbers prior to assigning bump groups is crucial so that you know exactly who will and who will not be needed during the rotation for each round. Remember that party sizes vary from round to round and you will need to double check that this original calculation fits all round recruitment needs. See the following section, “Creating Bump Groups” to determine which strategy or strategies are best to utilize your entire chapter membership most effectively.

CREATING BUMP GROUPS

SISTER EVALUATION

Similar to establishing a PNM Evaluation process with evaluation numbers and/or colors, it is critical that chapter members are evaluated as well. There is a benefit to aligning the PNM and Sister Evaluation processes on the same number and/or color scale. By doing this, the party matching efforts can be expedited by simply matching the same colors/numbers to one another and factoring in commonalities or deep-connection points. At the very least, Sisters should be evaluated on a 1-3 scale. To view all scales by campus size, visit the Membership Evaluation Plan Handbook.

Just as the criteria of presentation, character and advancement factor into PNM Evaluation, they should also play a key role in Sister Evaluation. For presentation, the strongest recruiters are not necessarily those who are most photogenic, but simply Sisters who show up on-brand, on-trend, and put effort into presenting the very best versions of themselves. These Sisters are also able to follow guidelines for all areas of personal presentation including attire, makeup, hair, nails and accessories. Remember that presentation is only one criteria for Sister Evaluation and only plays a small role into the overall PNM experience.

Character should speak to the Sister's ability to make strong connections with PNMs in recruitment conversations. Strong Sisters in this category should be ones who are confident, articulate, intelligent, charismatic, empathetic, driven by values and goals, great listeners and values the role of being a hostess. These Sisters should be able to balance selling Alpha Xi Delta's membership experience and making the PNM feel that she has the opportunity to share her story and is heard, loved and valued. Remember that conversations are the heart of the recruitment process – our ability to connect with PNMs during recruitment sets the stage for lifelong friendships. It is crucial to identify Sisters who do not share the strength of conversation so that you can find alternative ways for them to remain involved and excited about recruitment. If you must include these members in your rotation, they should fall on the lower end of the Sister Evaluation scale so that matching can remain a strategic priority.

Advancement should speak to the Sister's involvement or special skills and talents that add to the overall advancement of the chapter. Sisters who are considered a strength in this category may show abilities of formal or informal leadership, regularly attend events, volunteer to help chapter efforts, or have the conventional elements of advancement that we look for in PNMs. If a Sister regularly misses chapter events or is continuously disengaged, how effectively can she market the Alpha Xi Delta membership experience? Sisters do not have to hold leadership positions for the chapter to have a strength in advancement. These Sisters may also be heavily involved in campus, be a strategic representative in campus clubs or athletics, or simply have something unique to add. Sisters who perform highly in this criteria extremely value Alpha Xi Delta's vision: inspiring women to realize their potential.

ASSIGNMENT STRATEGIES

Sister Evaluation and recruitment strength should be the highest priority factor when creating bump groups. An entire bump group does not need to represent one category of strength or one color/number of PNM evaluation. However, it is important to consider the bump rotation and who each PNM will be talking to. Sisters on the lower end of the evaluation scale should not be in the same groups as top-strength recruiters, and vice versa. In the basic example of 1-3 – 2s and 3s can be mixed together and 1s and 2s can be mixed together. In these cases, remember that the lower-strength recruiters should serve as the initial bumper and also should be “bumped out” so that the stronger recruiters stay in rotation. Sisters may also be in a specific order to serve a specific need – such as if Sister #2 is expected to complete a philanthropy craft or Sister #4 is expected to give a house tour. In these cases, the order of Sisters should be strategic and based on which Sisters have the most exposure or knowledge to the activity.

There are numerous other factors that could assist in creating strategic bump groups. Ask yourself when putting Sisters into groups if they can both (or all) can connect with the same type of PNM. Do these Sisters interact often or share the same close friend group? Will transitioning be easy or difficult based on their level of friendship? How will PNMs feel after talking to both, or all, of these Sisters?

In some cases, putting Sisters who look like one another or share the same style together can serve to your advantage. One unique strategy for bump group assignments is to consider where the chapter has lost PNMs in the past. Look at past PNM invitation regrets to see if there is a large cluster going to any one particular chapter. Or, simply evaluate if any strong recruiting chapters on your campus have any specific type of PNM they are recruiting. Evaluate which Sisters may fit these other chapter stereotypes and consider forming a group solely with those Sisters. Match PNMs who may fit best with those chapters with the corresponding bump group to show that Alpha Xi Delta has similar experiences and friendships to offer.

Consider grouping Sisters together to fill other specific needs. If you are a school in the northeast, but continuously see a small number of PNMs from another region, you can create a single or multiple bump groups of these type Sisters to intentionally connect with these PNMs. This strategy can be utilized for other regions or various other demographics.

Matching also plays a crucial component, especially when bump groups are created to connect with specific demographics or target areas. PNMs want to feel that they will fit in with the chapter and there are Sisters like them who are already members. Doing such intentional work when creating bump groups should be translated into intentional matching efforts to optimize the PNM experience and give the chapter the best chance of increasing priority statistics.

SISTERS OUT OF ROTATION

Sisters out of the bump rotation and the tasks they are assigned to complete should be chosen with the same intentionality as bump group assignments. Sisters out of the rotation typically fall on two sides of the spectrum: one end being valuable leaders who will help you both logistically and can float around to ensure that every PNM gets to meet a superstar Sister, the other end being women who do not have strategic recruitment conversation skills and might hinder our abilities to advance the chapter through their conversations in recruitment. This number will vary greatly depending on how many PNMs the chapter expects per party and how many PNMs the chapter can handle picking up with the number of Sisters recruiting. If the chapter can handle picking up substantially more PNMs than the number expected per party, it is unfair to make Sisters learn rotations and purchase outfits with no intention of matching them or their entire bump group. In this case, take these Sisters who may not share recruitment strength and give them other tasks to complete.

Such tasks can include:

- Décor
- Food and beverage
- Setup/breakdown
- Planning activities to boost chapter morale

Whatever task(s) is chosen, make sure that it is intentional and communicated as an imperative component of the recruitment event. These Sisters should feel valued and involved in the process to keep morale up and be respectful of the time and energy they give towards recruitment.

Another strategy to impose when there is a large disparity between number of Sisters available to recruit and the number of PNMs per party is to remove some of the top-strength recruiters from the rotation entirely to serve as floaters. By removing these Sisters from the rotation, they can meet more PNMs and help give lower-strength Sisters a boost in two-Sister per one-PNM conversations. These Sisters can also focus on target PNMs to ensure that more PNMs get to experience a top-strength recruiter conversation. When utilizing this strategy, make sure you provide a separate training opportunity so that these Sisters understand their role and know how to handle floating in and out of conversations. The added benefit to this strategy is that these Sisters will score every PNM they talk to. These added scores will provide a line of consistency as these Sisters will meet many more PNMs than Sisters in the bump. Remember to coordinate which Sisters will meet with specific PNMs so that conversations are not overwhelmed by so many Sisters floating in and out. We want to make sure that the Sister each PNM is matched with has an opportunity to speak with her one-on-one. For this tactic, consider assigning these floaters to specific Sisters or areas of the room. Also remember to educate your chapter on the purpose of these floaters so they are prepared to handle them coming in and out of conversations and do not mistake these Sisters as coming to “bump” them.

CREATING THE ROTATION

GROUP ROTATION

There are several factors to consider before creating and establishing the bump rotation for each round of recruitment. The first step should always include identifying the needs or overall goals of each round – these may be extremely unique depending on your campus culture. Is there an activity PNMs participate in? Will a philanthropy or Sisterhood video be shown? What other elements of engagement will PNMs be exposed to? Also, how long will each these activities take? Once you have identified what you need to manage, these elements should be strategically crafted within the party flow. There are typically two ways to approach bump rotations that involve activities or other points of engagement:

OPTION 1

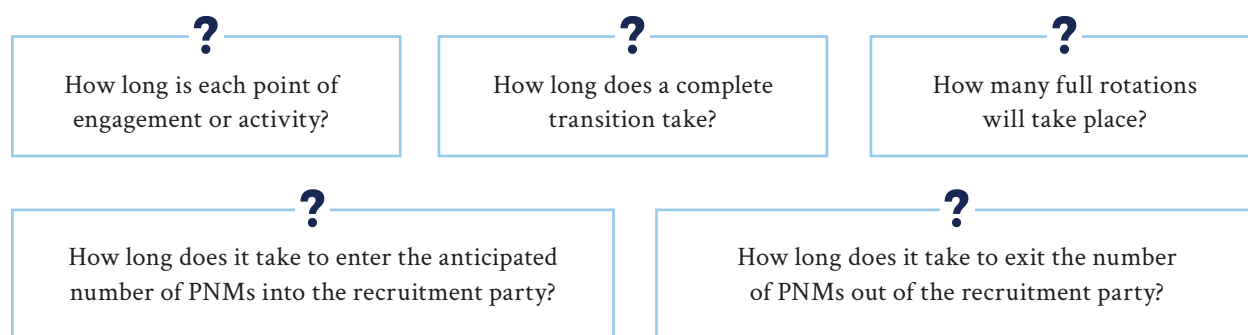
Assign the activity or point of engagement to an individual Sister in the bump group. For this option, you will need to do one rotation per PNM that you have so that each PNM will meet every Sister within the bump group and will have the same overall experience, even if the activities are completed in a different order. This option allows Sisters to become more proficient in their specific portion of the party, as they will complete the same point of engagement and conversation goals with each PNM.

OPTION 2

Each Sister will complete each point of engagement at the same time and the entire group will rotate through a party flow together. In this option, Sisters must become proficient in all areas, activities, points of engagement, and conversation goals because they will be responsible for completing a new element each time they rotate to a new PNM.

TIMING THE ROTATION

Recruitment parties are limited to a finite number of minutes that your chapter has to make a lasting impression. Planning and practicing the bump rotation can help optimize the PNM experience by creating multiple deep connections with Sisters and taking advantage of every second PNMs are present.



There should always be someone dedicated to timing the party and initiating bump rotations. The Membership Vice President can fulfill this role; however, such a responsibility may take time away from interaction with PNMs. Designating someone else to fulfill the task of timing parties also creates the added benefit of someone who can answer questions about bump rotations, facilitate floaters, and handle any unforeseen issues. Always record practice times to help establish bump rotations that maximizes each round's limited party time.

CONVERSATION PLANNING

Without activities there should still be an element of conversation planning. Utilize the Recruitment Conversation Guide to learn more about the importance of conversation planning, as well as activities to help bump groups plan conversation topics. Planning conversations ahead of time will allow Sisters to feel confident, more easily create connections, and showcase why Alpha Xi Delta is the best choice.

CONTINGENCY PLANNING

Remember when teaching bump rotations to discuss what should happen for any number of unplanned circumstances. Utilize the Recruitment Conversation Guide's program *Handling Tough Situations* to assist in all the possible "what-ifs" of recruitment conversations and logistics. Also, utilize the following questions and scenarios to plan for every possible contingency:

<p>?</p> <p>What happens if a Sister within a bump group does not pick up?</p>	<p>?</p> <p>What happens if during the greet, there is one or multiple PNMs left at the end of the line with no Sisters to match up with them?</p>	<p>?</p> <p>What happens when someone other than the Sister you're expecting to bump you comes to speak to you and your PNM?</p>
<p>?</p> <p>What happens if the Sister coming to bump me misses her rotation?</p>	<p>?</p> <p>What happens if I realize my PNM has not seen a video or completed an activity that she should have before talking to me?</p>	<p>?</p> <p>What if my PNM asks to use the restroom and we have to leave our assigned seats?</p>
<p>?</p> <p>What other situations can impact the bump rotation?</p>		

Talk through these with your chapter to ensure that everyone feels confident and prepared for any situation. Remember that bump rotations are not known by PNMs and they will most likely not know if something goes wrong. When an unforeseen situation occurs, encourage Sisters to focus on building connections in conversations rather than forcing an unplanned rotation to take place. When possible, someone on the Membership Team will coordinate efforts to fix problems and ensure that each PNM has a similar recruitment experience at Alpha Xi Delta.

ADDED BENEFITS

While double-recruiting PNMs in a two-PNM to one-Sister scenario should be avoided at all costs, the opposite scenario of two-Sisters to one-PNM could have immense benefit. If only for just a small portion of the party, this approach not only showcases the bonds of Sisterhood firsthand, it also always for better conversation planning and can help avoid awkward pauses or lulls in conversation. This benefit is even greater when the two Sisters share a great deal in common or are extremely close. The easiest way to implement this strategy is by having the Sister who is usually "bumped out" during the last rotation, stay with the PNM she has been speaking with and simply welcome the new Sister into the conversation for the remainder of the party. However, there are many other ways to make this strategy work! Remember that this particular strategy can only be implemented in a group style rotation.

ENTRANCE & EXIT STRATEGIES

The entrance and exit strategies for the bump rotations can significantly impact the timing of recruitment parties and should be strategically planned to accommodate goals. It is imperative that the timing of these elements be practiced and recorded so that the rest of the bump rotation can be effectively planned and executed during live recruitment.

ENTRANCE & GREETING

How Sisters greet PNMs entering the recruitment space should be incredibly strategic. Utilizing matching is a strategic best practice of Alpha Xi Delta recruitment efforts. Remember to have an organized method of lining up Sisters by PNM order prior to the start of each recruitment party. Remember that time between parties may be limited; the larger the chapter or recruitment parties are, the more organized you may need to be. Consider using numbered tape on the floor or having multiple individuals check the line order to ensure everyone is in the correct place. Remember also to check PNM attendance and remove any Sister from the lineup when her PNM is absent. Having an advisor or chapter leader assist the Recruitment Counselor in checking PNM attendance and the order of their line may be necessary to ensure that the chapter's list and the Panhellenic list still match before each party starts.

Why is it important that such specific details of the chapters greet be determined? In a recruitment party, every second counts. While timing should be a concern, as the greet shouldn't take too long and take up conversation time, it is more important to focus on how you greet PNMs

These things should be taken into consideration when developing the greeting:

?	?	?
Do you utilize the PNM's name?	Is the greet accompanied by a handshake or other gesture?	What is the exact wording Sisters should utilize?
?	?	?
Are Sisters remain stationary as they complete the entire greet, or are they walking and talking?	What pace are you setting for Sisters and their greets?	How can you incorporate brand awareness?

Whatever approach you decide to take, make sure you are practicing and timing the entrance so you know how much of the party time is left for conversations, bump rotations and the exit. Have Sisters mock their greetings while practicing for the estimated party size – remember that in live recruitment, greetings may move slightly slower, especially in the first round when PNMs are becoming more acquainted with the recruitment process.

The most basic elements of a recruitment greeting include Alpha Xi Delta's name, a welcome and the Sister's name. Examples of this may include:

"Welcome to Alpha Xi Delta, I'm Tiffany!" **OR** "Hi, I'm Tiffany! Welcome to Alpha Xi Delta."

Unless it is a campus norm, Alpha Xi Delta should never be shortened or abbreviated (*such as Alpha Xi or AXiD*) for a recruitment greet. If the chapter has identified brand awareness and name recognition as an opportunity for growth, consider ending the greeting with “Alpha Xi Delta” so that it is the last thing the PNM hears and is more likely to remember. This can be especially effective in the initial round(s) of recruitment, even for chapters who don’t struggle in this area, so that the PNM can easily hear and remember how to properly pronounce our organization’s name.

As rounds of recruitment progress, remember to change “to” wording in the greeting from “welcome to” to “welcome back” as PNMs have already visited the chapter in the recruitment process. Additionally, consider including the PNMs name in greetings in later rounds. As noted in the Recruitment Conversation Guide, a person’s name is one of the sweetest sounds for them to hear. Even if the Sister picking up the PNM has never met her before, utilizing her name can show that the overall chapter is excited for her to be back and have been anticipating her arrival in recruitment parties! Wording for this greeting may include: “Hi Karen, welcome back to Alpha Xi Delta! I’m Regina”.

By Preference, PNMs should know the Sister picking them up at the door. These greetings should exclude the Sister’s name unless it is the PNM and Sister’s first interaction. In this case, the Sister should still greet the PNM the same way everyone else does and then share her name once the PNM has entered the recruitment space. Preference Round greetings should always include the PNMs name to show that we know her and have been anticipating her arrival at the recruitment event. Utilize the Preference Party Guide to determine which greeting approach may be best for this round and as always, practicing timing for party logistics.



For many chapters, a handshake while greeting PNMs during recruitment is an appropriate and welcoming gesture.

On other campuses, Sisters and PNMs may link arms. Others may not be allowed any physical contact.



As greetings may change each round to accommodate round progression, an accompanying gesture might change as well. If you utilize a handshake in the first round, consider removing it during following rounds to help strengthen connections. Would you use a handshake to greet a close friend or family member? For potential new members who have already begun to create a deeper connection to Alpha Xi Delta or her Sisters, a handshake may stifle or seem retroactive to her growing connection. Simply removing this factor and leading the PNM into and through the recruitment space eliminates this barrier and makes it seem as if the PNM and Sister are already acquainted, even if it is their first time meeting.

As always, after the greeting, remember that Sisters should be leading the PNM through the recruitment space and clearly stating the intended direction. PNMs are often confused and taking in a lot during a very short period of time. Use hand gestures to show the direction you are traveling throughout the space combined with word cues such as “we’re heading right this way” or “we’re going to head to our living room in this direction”. When necessary, guide the PNM by gently placing a hand on her upper back or shoulder. Teach Sisters to act as the hostess and lead the PNM confidently with their greeting and initial interaction throughout the recruitment space.

EXITING & SAYING ‘GOODBYE’

There is also a great deal of strategy that can be implemented to the ending of recruitment parties; specifically, how the chapter signals or begins exiting PNMs. You only have one opportunity to leave a lasting impression and these final moments of each party count! The chapter should do everything possible to preserve the deep connections being made in conversations and avoid seeming awkward, abrupt or leaving a PNM feeling confused. Strategic exit logistics and conversation planning are key elements of planning your rotation!

First, talk to the newest members to gather information about how other chapters on campus may initiate party exits. Remember to be strategic in who you look to for inspiration. Ask these questions to figure out how other chapters signal an exit:

?	?	?
Do they dim the lights?	Do they make an announcement to the overall group?	Do they exit PNMs individually?

These are just a few ways that chapters can choose to end a recruitment party and each of these approaches impacts the overall PNM experience. The PNM experience – and conversations – should be one of the highest recruitment priorities for the chapter. If you hosted a dinner party that ran later than expected, would you begin turning off lights to signal your guests to leave? Would you interrupt all conversations with a loud and large announcement? It is our hope that our Sisters are creating deep connections through their conversations – what is the most tactful way we can let PNMs know as much as we’d like to continue growing this connection, the party is ending and it is time to leave. Avoid abruptly interrupting these crucial conversations by dimming the lights or shouting an announcement at any point, whether it be to signal a bump rotation or the exit the party, as this may seem unnatural or even frightening when unexpected.

If cheers and chants are common on your campus, Sisters not in the rotation can begin the designated song to signal that it is time to begin exiting. At the very least, the Membership Vice President and Chapter President should be at the door saying goodbye to PNMs or walking around helping facilitate the exit and ensuring nobody is left behind. This approach does not allow for the most personalized interaction for PNMs with these chapter leaders, but still gives these leaders and PNMs an opportunity for one final interaction before the party ends. For a more personalized touch, consider exiting PNMs individually or in smaller groups. This approach has the added benefit of exiting less desirable PNMs first – leaving target PNMs just a little later to keep growing their connections. This small final interaction also allows another brief evaluation of PNM presentation and provides the PNM with exposure to chapter leadership – often making them feel special.

If the chapter utilizes tables and chairs for conversations, consider exiting a table at a time or having both the Chapter President and Membership Vice President simultaneously exit tables rather than making a larger announcement. Whether addressing an individual pair of Sister/PNM or a group of pairs, these chapter leaders should establish a script to help expedite the exit process and monitor the length of these interactions to stay on time. Below is an example of such a script – don't forget that utilizing the PNM's name or incorporating a genuine compliment into this individualized exit strategy can make the PNM feel even more special during her final moments in the recruitment parties.

"Hi ladies! I'm so sorry to interrupt, but our party is about to be over. We've really enjoyed getting to meet you today! Whenever you're ready, (insert Sister's name) can show you towards the exit. I hope you enjoy the rest of your day!"

Sister phrases for a general final exit statement could include:

I enjoyed talking with you today/tonight; I hope the rest of your day goes well!

I'm so glad I got to meet you, enjoy the rest of Philanthropy Round!

These type of statements are enhanced when Sisters can mention something specific and/or memorable from the recruitment conversation. This strategy also allows the Sister to sound less generic and showcase that she was listening to what the PNM shared!

I enjoyed talking with you today/tonight; don't forget to check out that *(book, TV show, local restaurant, etc.)*
Let me know if you like it!

I'm so glad I got to meet you today! Oh, and good luck with that biology quiz – remember that study guide and you'll be just fine!

I hope you enjoy the rest of Philanthropy Day! You have no reason to be nervous *(or another feeling she disclosed)*, you're going to do great!

Avoid referencing "the rest of recruitment" in an exit as the PNM may interpret this to mean that she will not see that Sister or Alpha Xi Delta again in the process. If acceptable on your campus, consider adding "I hope to see you tomorrow!" to individual Sisters exit greeting. Many campuses have rules against such language as it could be interpreted as invitation or bid promising. However, this phrase shares with the PNM that she would be welcomed back by that individual Sisters and that she would be excited to see her. Sisters should avoid saying "We hope to see you tomorrow" as that implies the chapter wants her to return and could be implied as bid promising. This strategy has been proven to be effective regardless of whether the Sister actually enjoyed her conversation with this PNM.

TEACHING BUMP ROTATIONS & PLANNING TIMELINE

Organized and consistent member education is the key to implementing strategic bump rotations in recruitment events. Chapter members need repetition, consistency, contingency plans and practice. The sooner chapter members know their bump group assignments, the longer they have to practice as a unit and grow their relationships with one another. The opportunity to practice bump rotations during the semester and/or term prior to formal recruitment can help Sisters gain confidence and will allow work week to focus more on conversation training and simply polishing logistics.

Sister Evaluation can begin the moment you begin your term as Membership Vice President. Determining bump group size and grouping Sisters, however, must wait until you know exactly who will be returning and recruiting during recruitment. Remember to wait until Panhellenic has selected their recruitment counselors and inactive statuses have been approved for the chapter. Also encourage chapter members to be proactive in sharing any plans to transfer, study abroad, or otherwise be unable to participate in the recruitment process. If there are members who are more tentative in their plans during recruitment, consider placing these members together in a bump group so they can still participate and practice. This strategy will hopefully minimize any restructuring that may need to happen due to such circumstances.

Utilize the following best practices when educating the chapter on bump rotations:

- Utilize seat assignments to help Sisters know clear paths of where they are going and help establish consistency. Remember to utilize strategy by placing recruiters who will talk to the most desirable PNMs in the best places within the recruitment space – natural light, not overly crowded, preferably with an engaging view of a display table, award case or simply by a window
- Practice a perfect rotation first. By this we mean to practice as if every Sister who is supposed to pick up a PNM does and each rotation goes as planned.
- Walk the floor with the chapter and make sure that each Sister goes where they are supposed to. Practice pausing and not completing the transition until it is confirmed that each group is functioning as planned. For example, in a 1-2-3-4 rotation, if the 1's are bumping the 2's – ask each 1 to find their 2 and pause. Ask each 2 if the correct Sister has come to find them and determine if anyone has not been bumped. Repeat through each bump until the rotation is complete. A printed version of the bump group assignments can be especially helpful during this time.
- Don't forget to practice all possible rotation variations and “what if's” of bumping. What if a Sister doesn't pick up? What if multiple Sisters do not pick up? What if someone is in my seat? What if someone other than who is supposed to bump me comes to talk to my PNM? What if I don't get bumped? Answer all questions and practice as many scenarios as possible. Ensure the chapter that PNMs are mostly unaware of what has been planned – the overall goal is that they get to meet Sisters within the chapter and create a deeper connection through conversations. Remember to review additional goals of the rotation so each PNM has the same experience (*videos, craft, house tour, etc.*).
- Create numerous practice party lists of Sisters in random order. Remember to get creative and utilize expected party sizes. Give multiple groups and Sisters an opportunity to practice what may happen if they don't pick up or someone in their group doesn't. The website www.random.org/lists will allow you to enter Sister's names and generate a random order as many times as you'd like. Remember to not enter initial bumpers and utilize expected party sizes – Sisters at the bottom of the list who do not fit within the number of PNMs expected will get to practice how rotations work when a full group does not pick up!
- If utilizing the PNMs name during the chapter's greeting, use the random list generator for a list of fake PNM names so Sisters can practice. This will also allow the Membership Team time to practice how long it will take to call out a line, give Sisters the name of their PNM and check it thoroughly.
- Utilize visual aids to assist in teaching the rotation. Try having one bump group mock the full rotation or incorporate a presentation representation. Draw the recruitment space on a white board and utilize magnets to represent Sisters or create a Power Point presentation. The benefit to a Power Point is that you can record your screen and voice explaining the rotation to create a video that Sisters can watch on their own and throughout workshops.
- Consider selecting more seasoned recruiters who are familiar with the chapter's logistics as Bump Captains who can be available at workshops to answer questions and oversee training to ensure everyone understands their role. Encourage Sisters to ask their questions openly and as frequently as needed!