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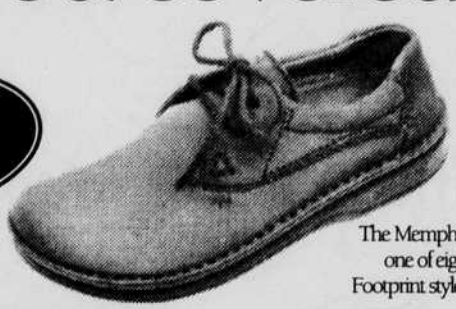
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Sororities attribute Rush success to several new recruitment plans

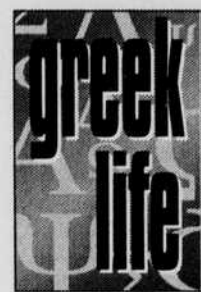
■ **GREEK:** Marketing and help for new students were used to add to membership

By Angie Suchy

Student Activities Reporter

The Panhellenic Council is happy with the Rush success.

No, football yardage isn't increasing, but sorority Rush is escalating. Students participating in the sorority system's five-day Rush pushed membership to its highest point since 1991, according to Panhellenic records.



The increase is attributed to a variety of factors, said greek advisor Shelley Sutherland. New ideas implemented this summer included boosting marketing, strengthening the greek presence at IntroDUCKtion and helping students move into the residence halls.

"New students are impressed with the greek system," Sutherland said. "Thanks to the increased publicity, more women were contacted and were welcomed to Rush."

Incoming freshmen were mailed postcards and encouraged to stop by an evening social event during IntroDUCKtion.

In addition to the greek marketing, factors such as word of mouth and an increase in enrollment at the University contributed to the rush increase, said Aly Hazan,

SORORITY PLEDGES

This year the number of sorority pledges continue to increase from a low of 242 in 1994 up to 281 in 1996.



Source: UO Panhellenic Council

COSMOS CORBIN/Emerald

“Once students heard about the opportunities in the greek system — from both publicity and from women in sororities — a lot of them decided to participate in Rush.”

— Aly Hazan
Panhellenic membership and marketing chair

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“Once students heard about the opportunities in the greek system — from both publicity and from women in sororities — a lot of them decided to participate in Rush,” Hazan said.

Sutherland stressed that criteria for rushing sororities includes a

minimum 3.0 high school GPA and a general leadership-oriented quality. These factors are also emphasized when women become members of a sorority, a characteristic Sutherland said is often overlooked.

“The women in sororities work hard and help each other keep grades up,” Sutherland said. “This is a part of the program that’s not as visible as the social life.”

In addition, individual sororities are developing programs to develop skills for post-college plans. Resume writing and leadership skills are intended to help women find jobs after college.

“I’m not surprised that an increasing number of freshmen are interested in Rush,” Sutherland said. “There is a definite appeal in the programs and opportunities that sororities offer at this University.”

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