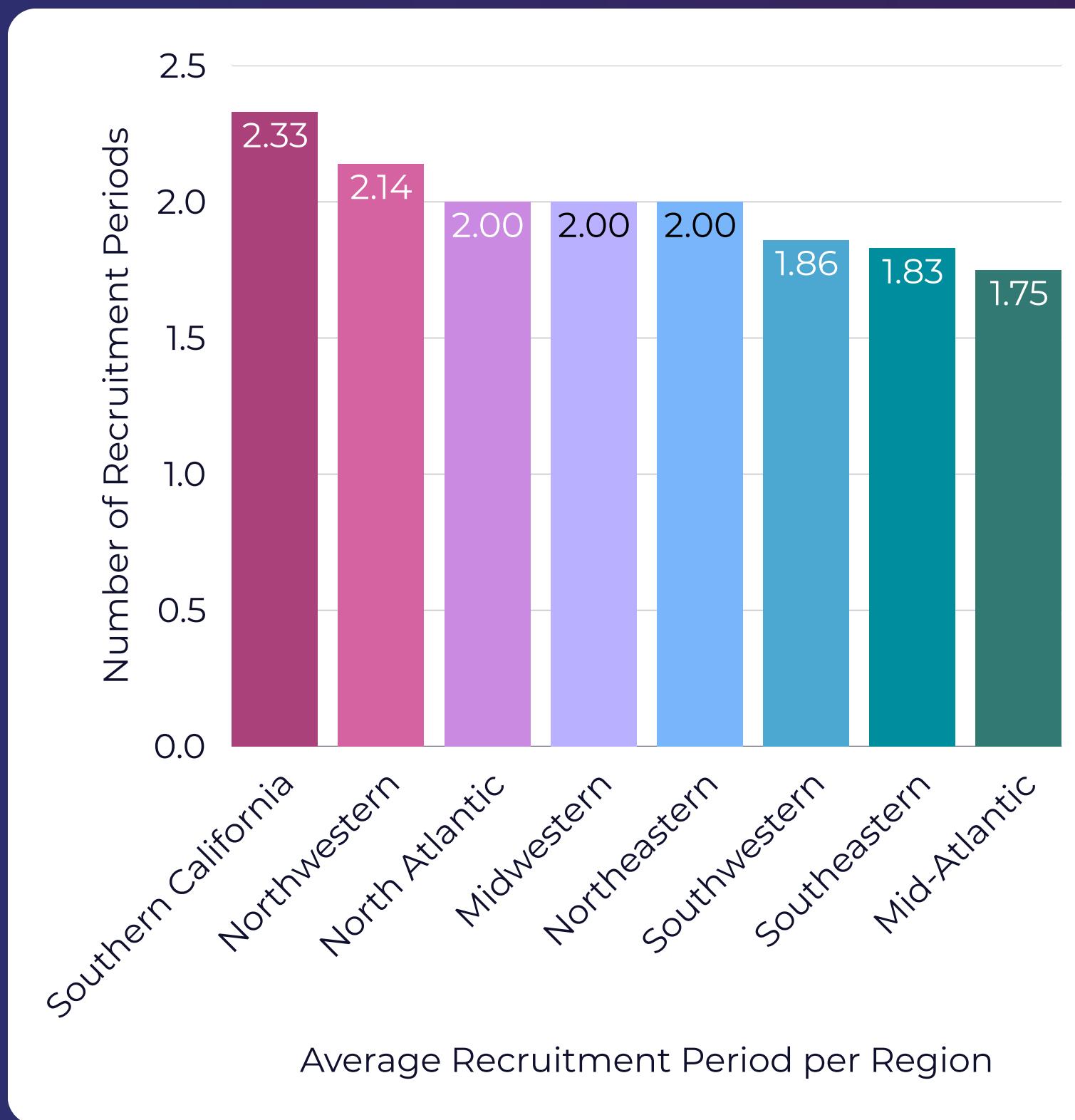


ANALYZING RECRUITMENT RETENTION

Vicky Chan
Data Analytics & UX Project Intern



AVERAGE RECRUITMENT PERIODS



Key Findings on Recruitment Periods

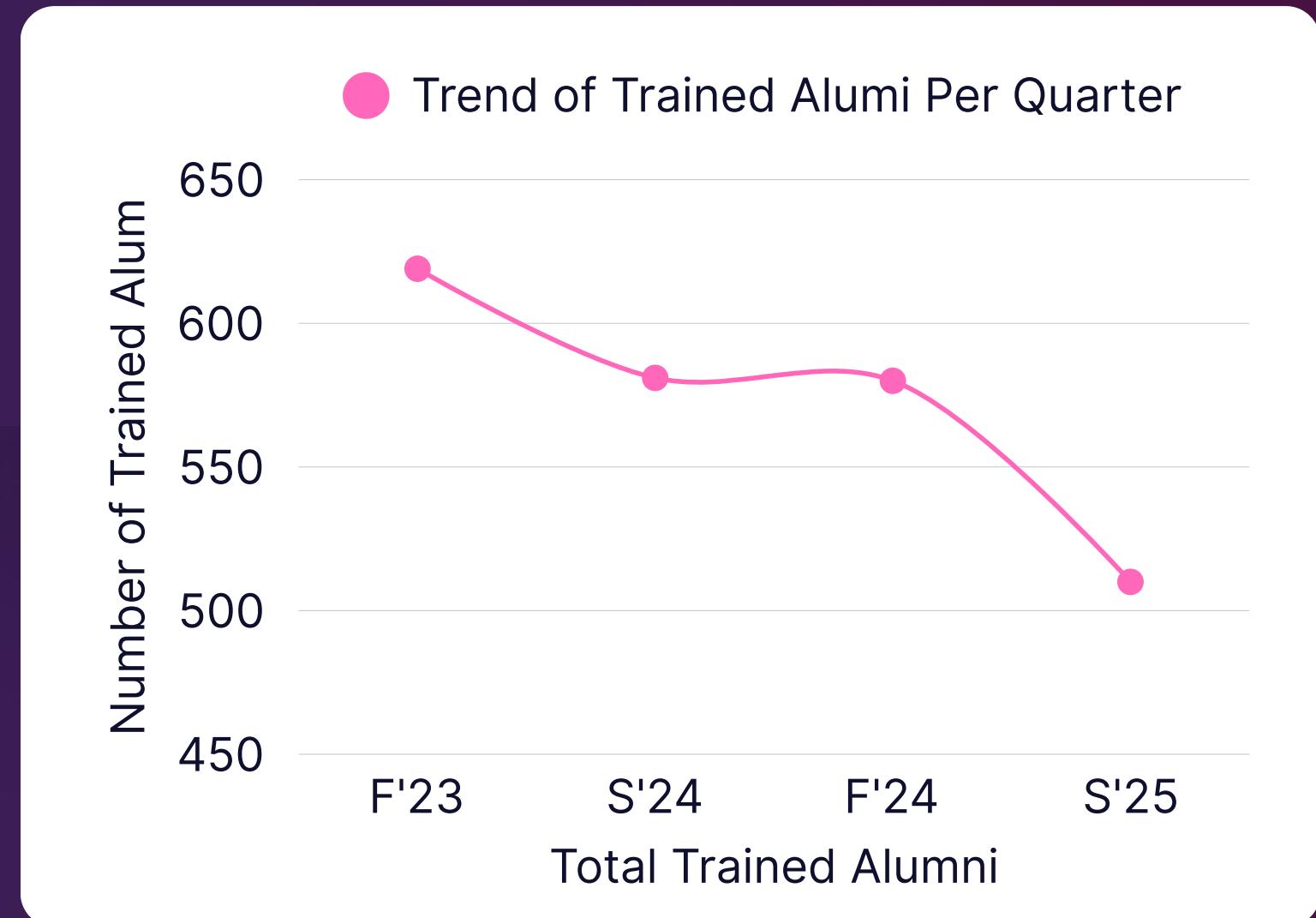
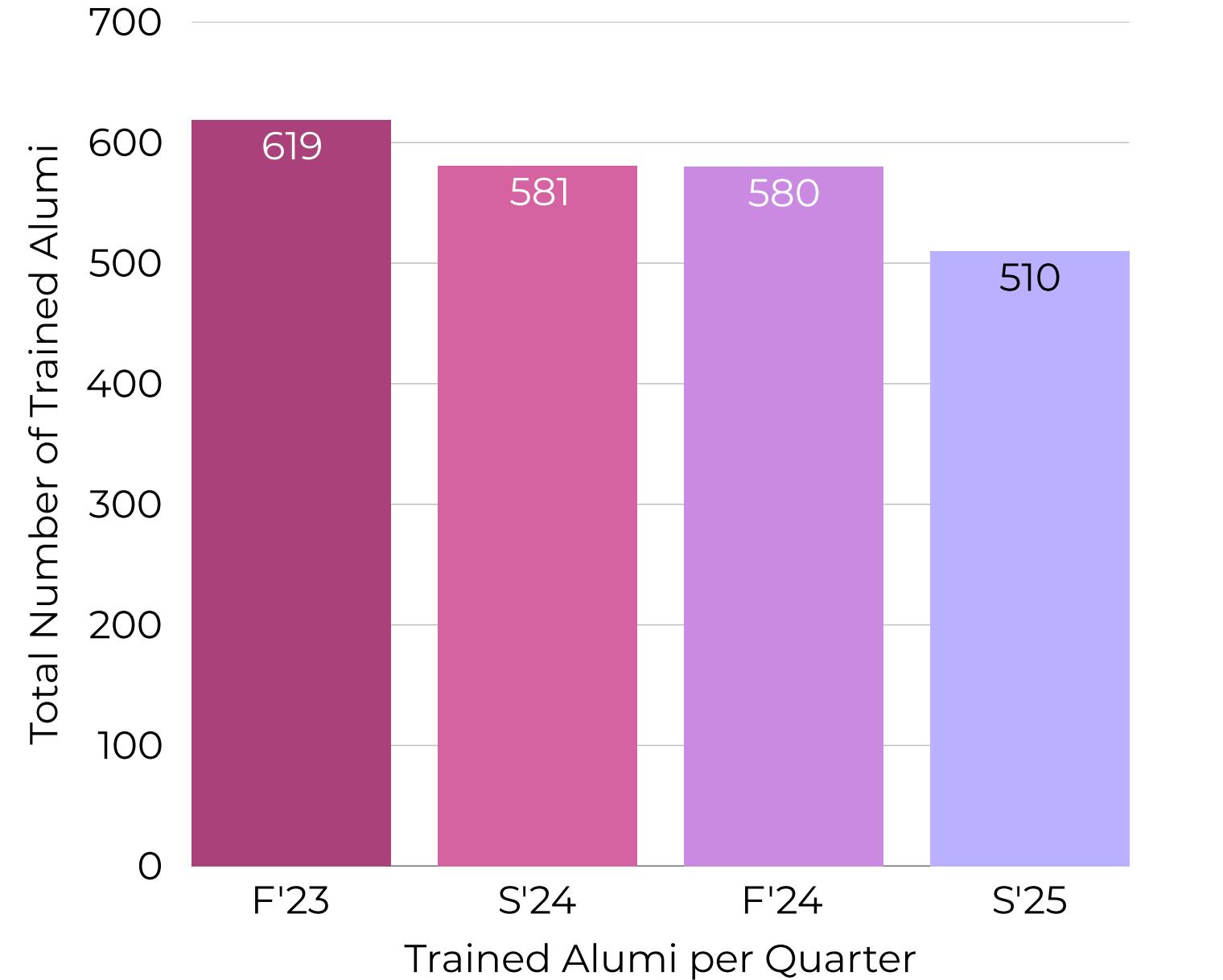
- Southern California has the highest average number of recruitment periods (2.33)
- Mid-Atlantic has the lowest average number of recruitment periods (1.75)
- Three regions (North Atlantic, Midwestern, and Northeastern) have exactly 2.00 recruitment periods on average
- Nearly 90% of all chapters conduct exactly 2 recruitment periods
- The overall average across all 59 chapters is 1.97 periods per chapter
- The range between regions is relatively narrow (0.58 difference between highest and lowest)

The distribution of recruitment periods shows:

- 89.83% of chapters (53 chapters) hold 2 recruitment periods
- 6.78% of chapters (4 chapters) hold 1 recruitment period
- 3.39% of chapters (2 chapters) hold 3 recruitment periods

DATA INTERPRETATION

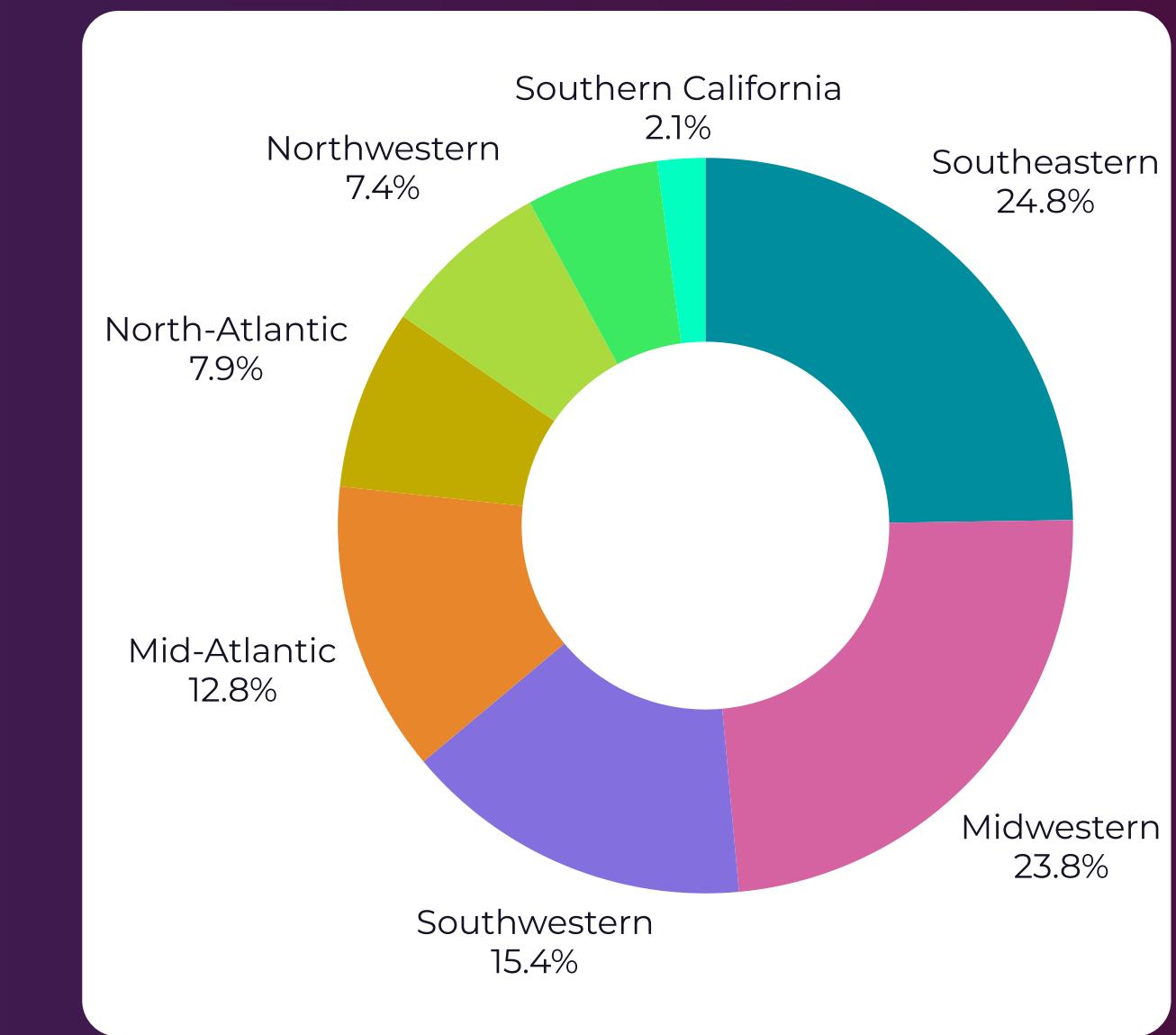
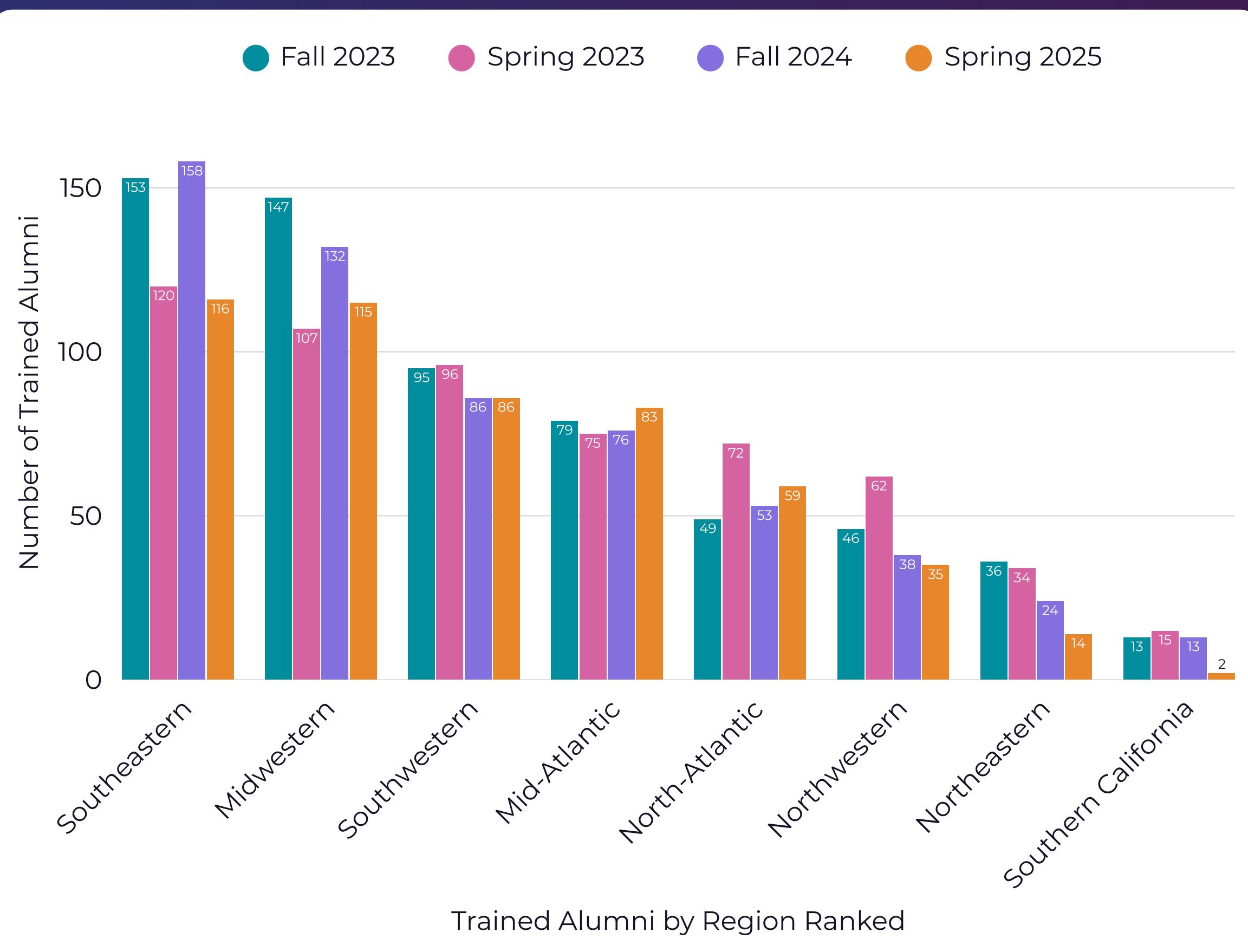
TRAINED ALUMI



○ The bar chart shows a gradual decline in the number of trained alums over the quarters from Fall 2023 to Spring 2025.

○ Overall Downward Trend: There has been a decrease in the total number of trained alumni over the three semesters, with a total decrease of 109 alumni (-17.6%) from Fall 2023 to Spring 2025.

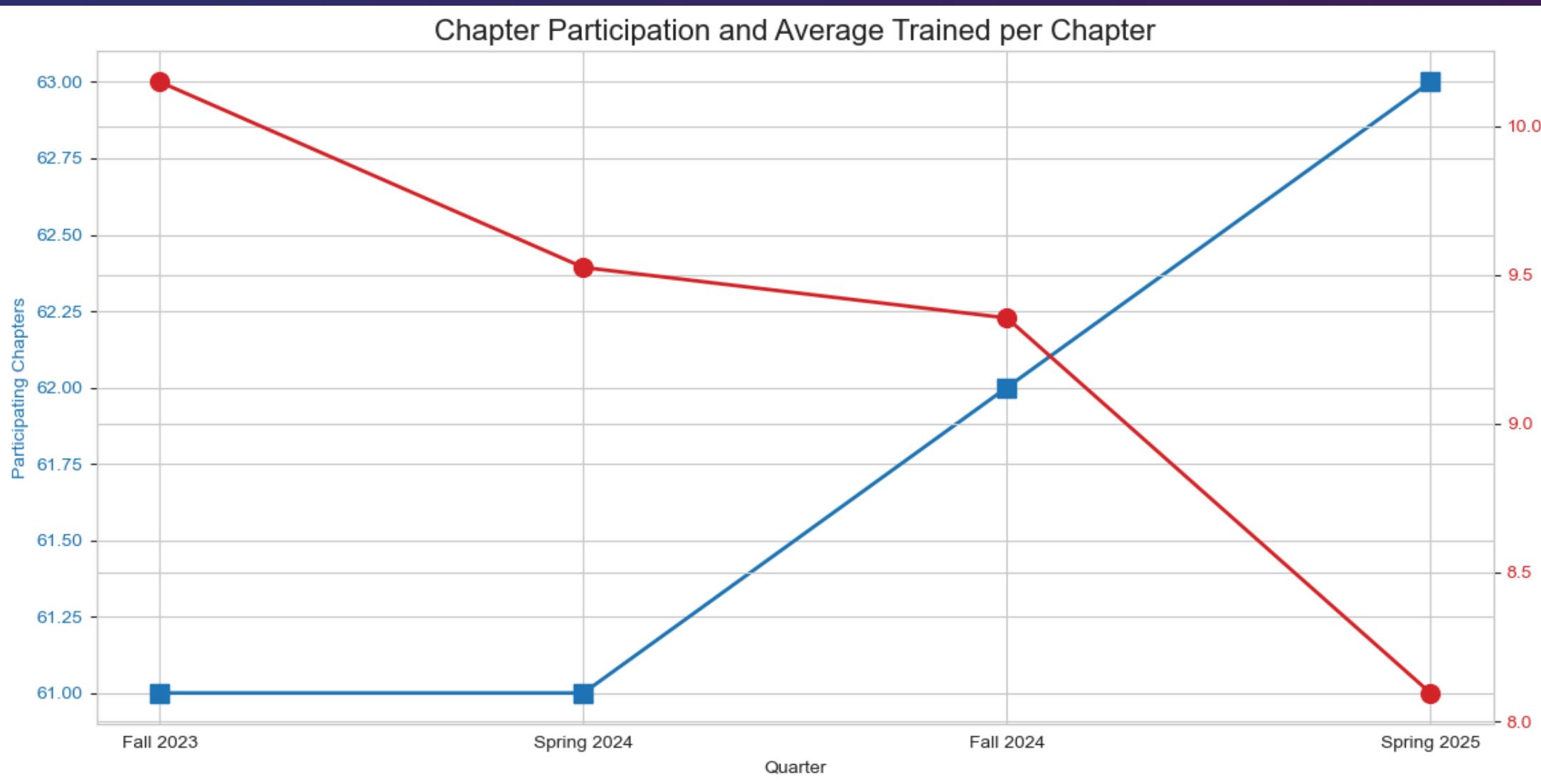
ANALYZING REGION VARIATIONS



- The Southeastern and Midwestern regions
 - highest number of trained alumni across all quarters.
- The Northeastern and SoCal regions
 - Lowest number of trained alumni across all quarters.

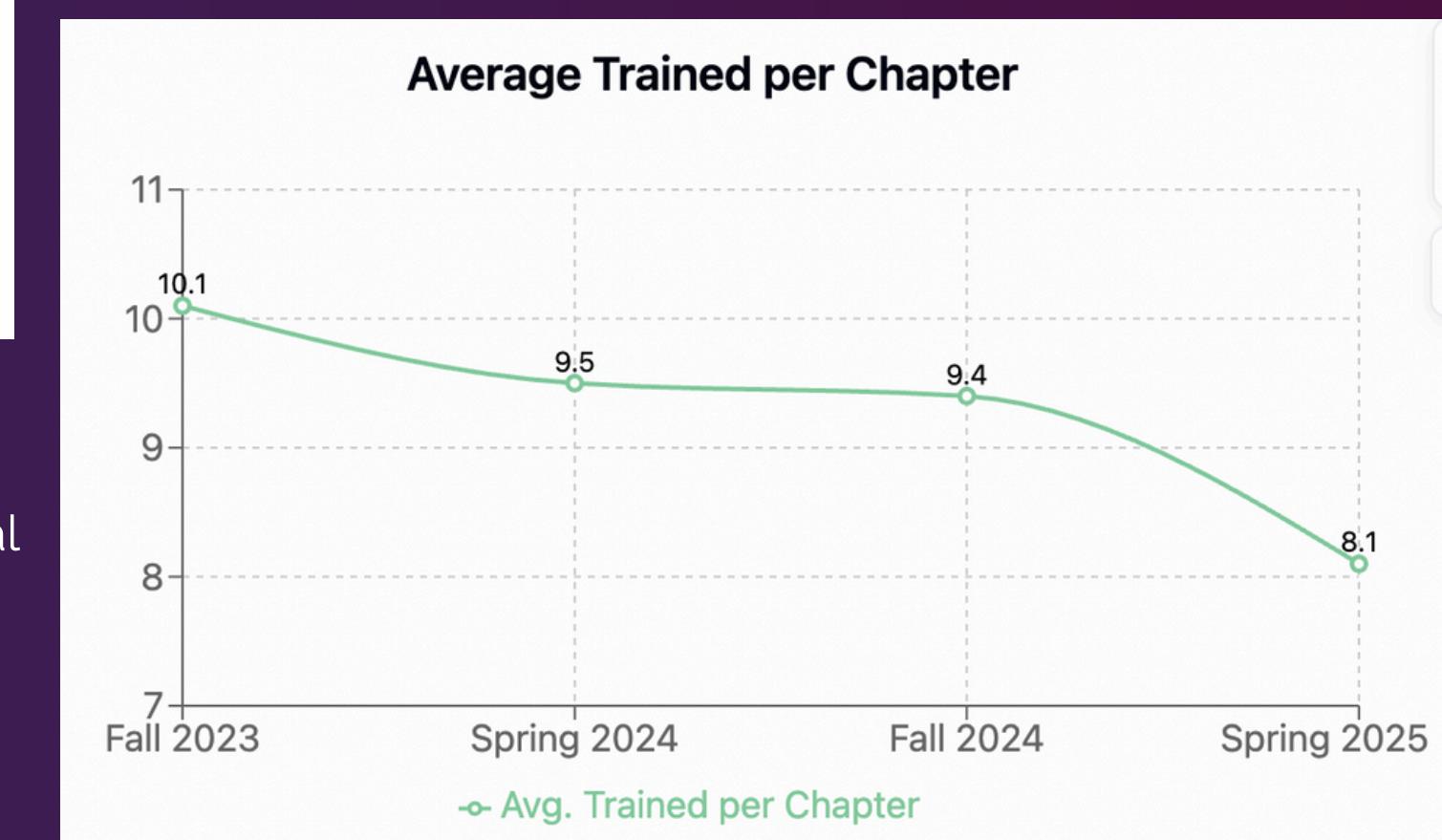
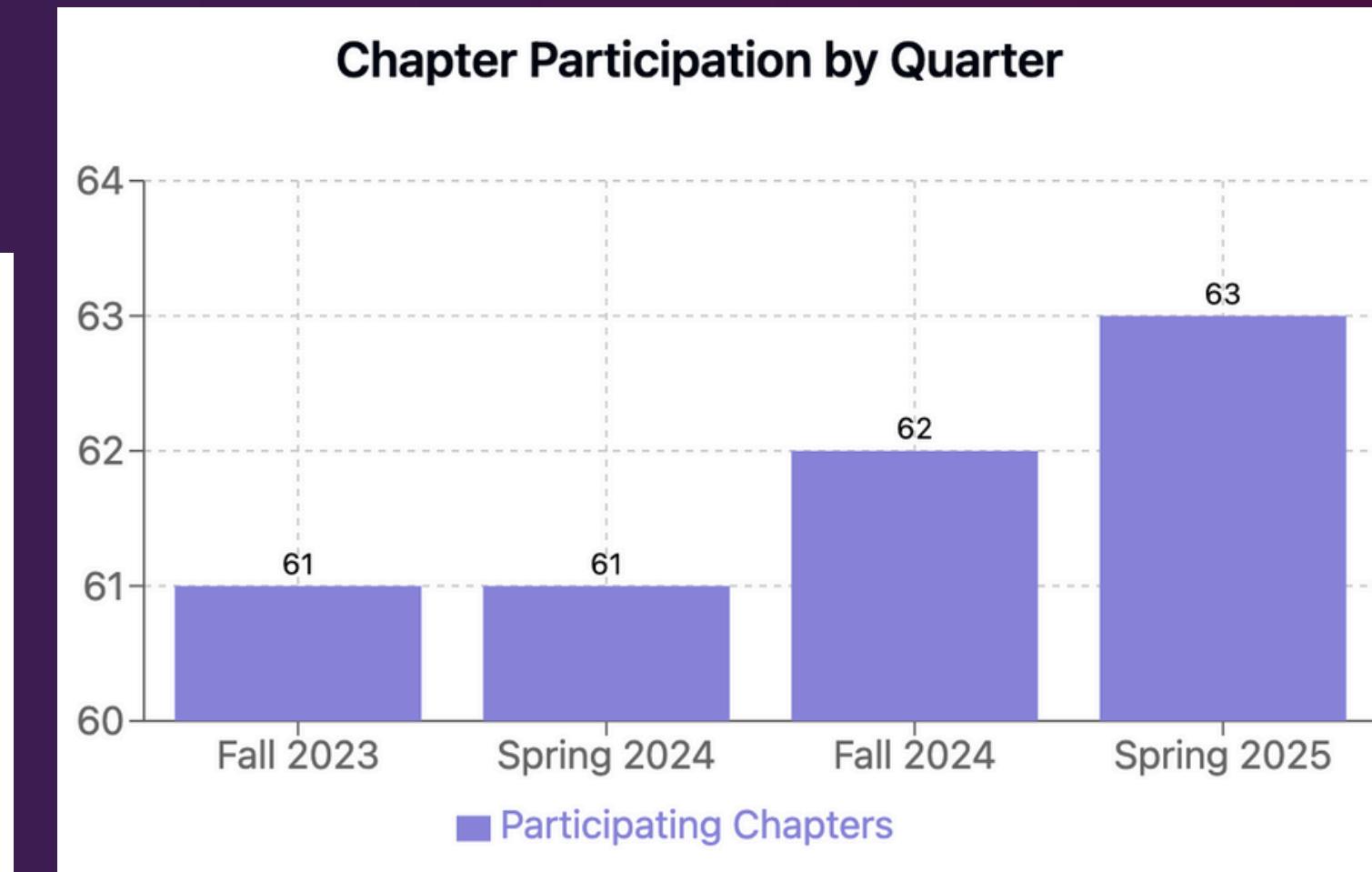
ANALYZING CHAPTER PARTICIPATION

AVG TRAINED



- This inverse trend suggests that while more chapters are participating, the depth of engagement per chapter may be decreasing. Average number of alumni trained per chapter has decreased from 10.0 to 8.0

- This could reflect broader chapter involvement but with fewer individual members participating in training sessions.



ANALYZING CHAPTER PARTICIPATION DP PROGRAM OVERVIEW

○ The data shows that since implementing the Diamond Program in Fall 2024, there has been a decrease in the number of trained alumni:

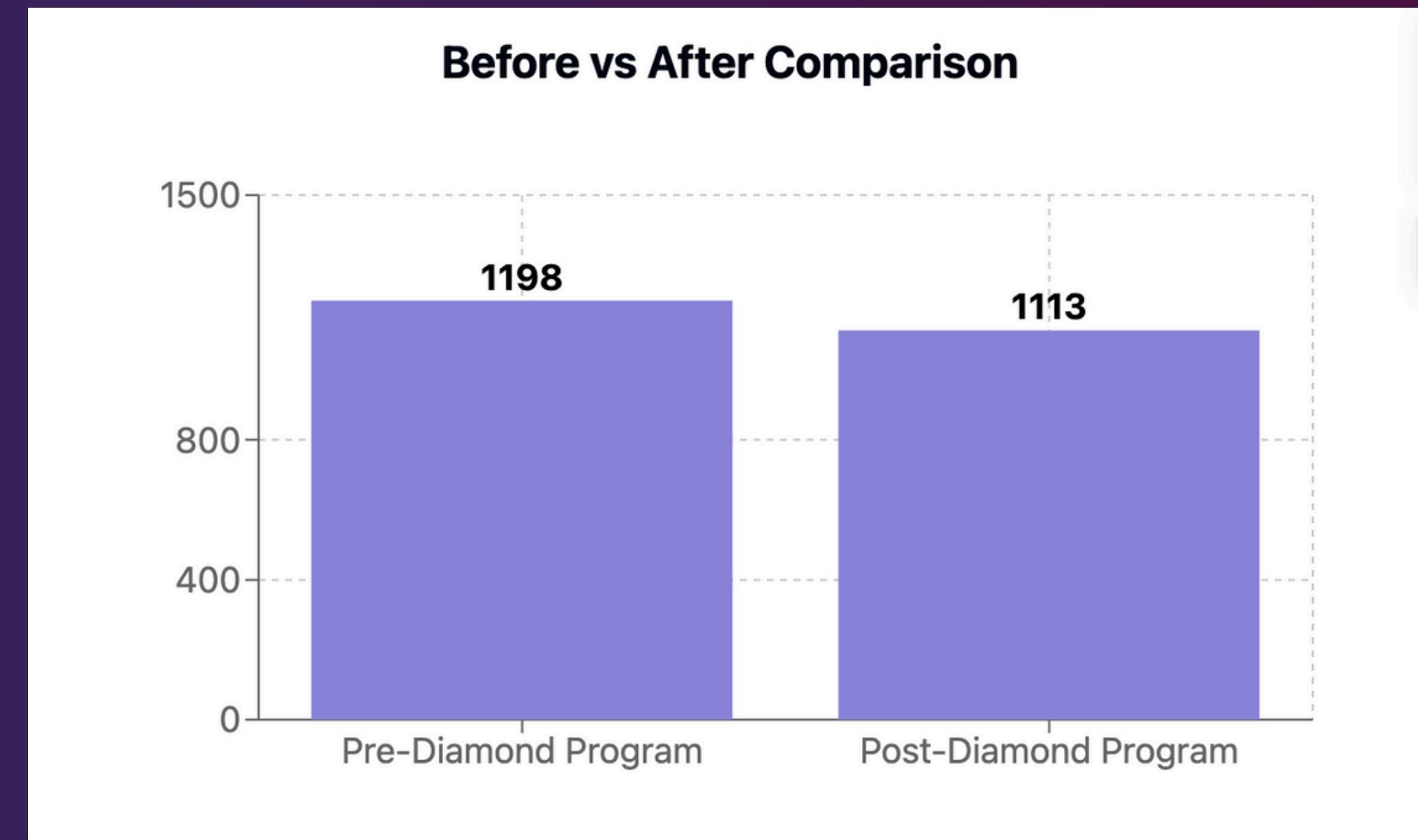
Alumni Decreased after DP Program

- Pre-Diamond Program Average : 1,198 alumni trained alumni
- Post-Diamond Program : 1,113 trained alumni

Net Change: -85 trained alumni (-7.1%)

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○ May be due to chapters adjusting to the new Diamond Program structure. Questions have more difficult with the number of questions has increased.



JP RETREAT OVERVIEW

- Total chapters with JA retreat data: 54
- Chapters hosting JA retreats: 42 (77.78%)
 - This represents approximately 4 out of every 5 chapters
- Chapters not hosting JA retreats: 12 (22.22%)

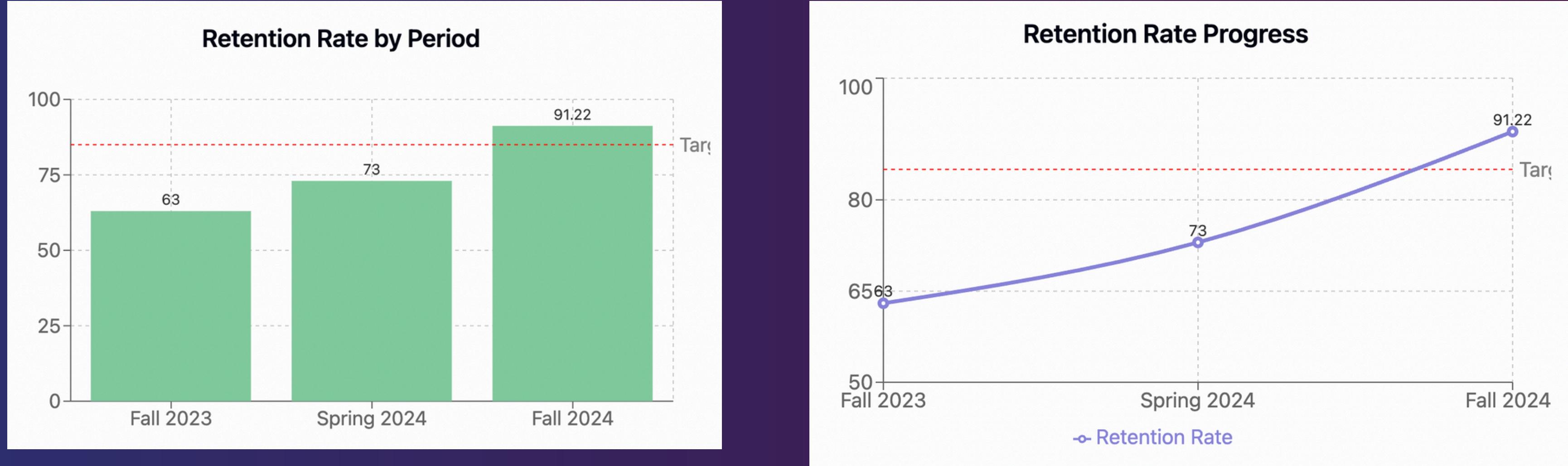
□ Commonalities Across Chapters

- ✓ **JA Retreat Attendance**
 - Held during regional conferences (MSR, MSC, NASR)
 - Virtual option available for some chapters
- ✓ **Transition Meetings**
 - Held 1-2 weeks after crossing
 - Often repeated at BTSR or semester start
- ✓ **Hosts & Leadership**
 - Led by President, VPI, or NME
 - Some include Parliamentarians or Advisors
- ✓ **Core Topics Covered**
 - Active expectations, statuses, dues
 - Greek etiquette and terminology
- ✓ **Resources Provided**
 - Access to GreekTrack, Slack, chapter materials
 - Neophyte Manual or Activehood 101 guide

□ Differences Among Chapters

- **Meeting Format**
 - Some use multi-part series like Activehood 101
 - Others use one-time overview presentations
- **Timing Variation**
 - Immediate vs start-of-semester transition
 - Some avoid finals/breaks for better timing
- **Content Emphasis**
 - Greek culture/history vs logistics and policies
 - Varies by chapter's values and priorities
- **Regional Specifics**
 - Mid-Atlantic covers Divine 9 history
 - Some tailor content to local councils
- **JA Retreat Implementation**
 - Some don't have JA retreats yet
 - Others rely on regional conferences
- **Roles in Transition**
 - Some involve mentors like Parliamentarians
 - Others are led solely by chapter execs

OVERALL AVG RETENTION RATE



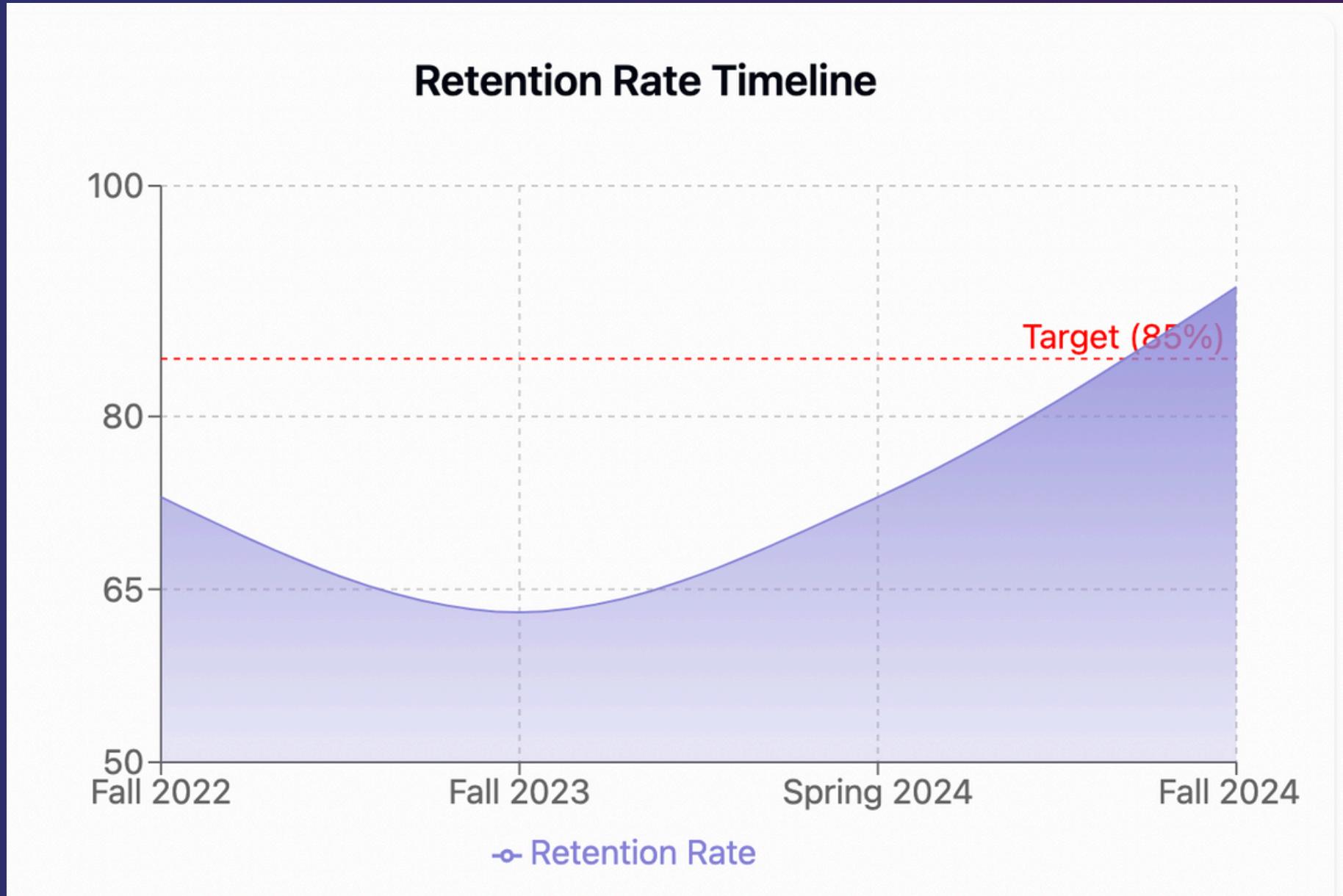
Fall 2023	63%	Below Target
Spring 2024	73%	Below Target
Fall 2024	91.22%	Above Target

Key Observations

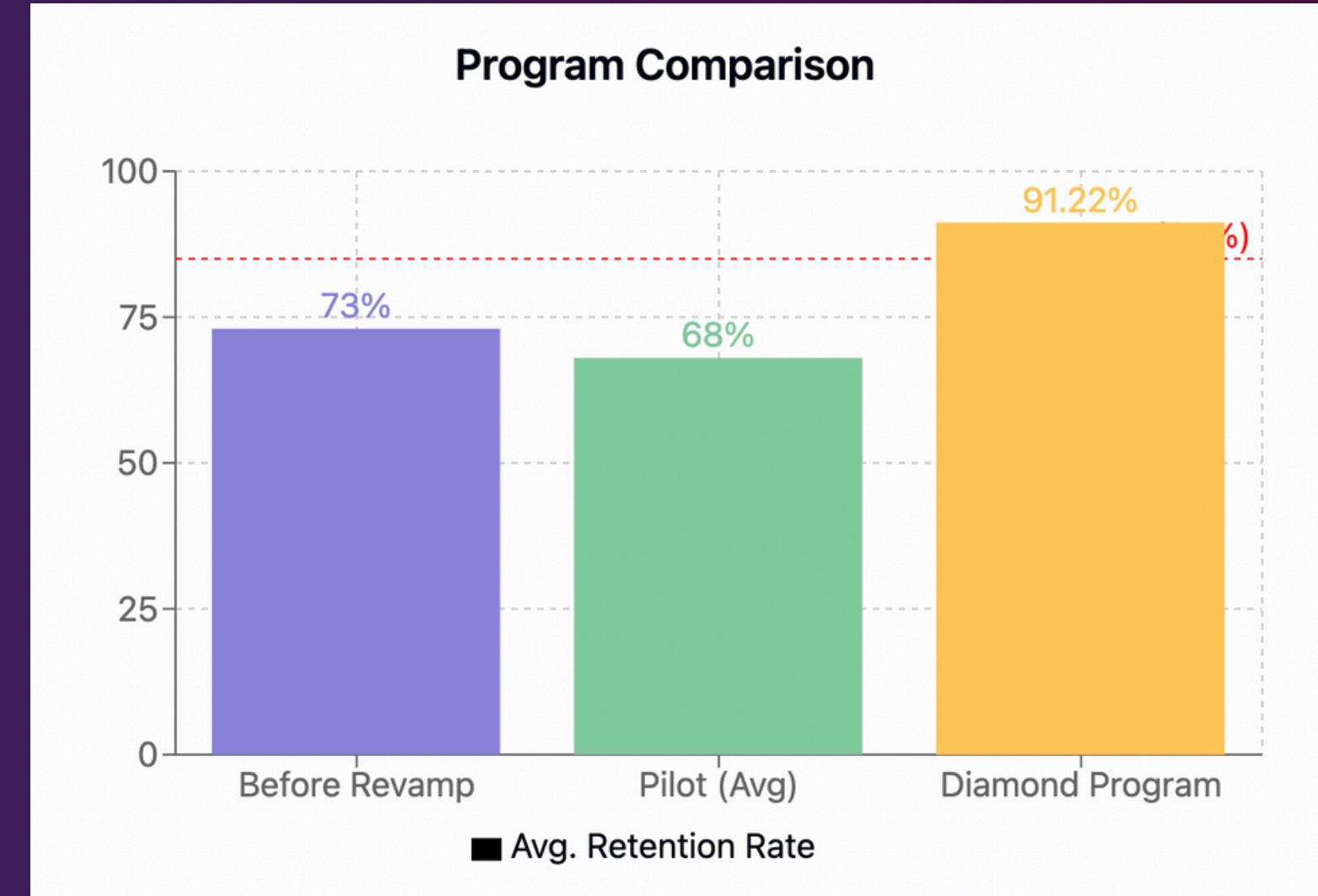
- Retention rate has shown a significant improvement over three consecutive periods
- Fall 2024 surpassed the 85% target retention rate by 6.22 percentage points
- Overall increase of 28.22 percentage points from Fall 2023 to Fall 2024
- The most dramatic improvement occurred between Spring 2024 and Fall 2024 with an 18.22 percentage point increase due to the transition from NMP to DP.

NEW MEMBER RETENTION TREND

NMP to Pilot to DP- fall 2022 to fall 2024



- The program evolution followed a classic J-curve pattern of organizational change: initial dip, recovery, and breakthrough. The Diamond Program represents a significant leap in effectiveness, surpassing the excellence threshold.



Before Revamp Phase

Started with moderate retention success (73%), establishing the baseline for future improvements. Engaged 59 chapters with original program structure.

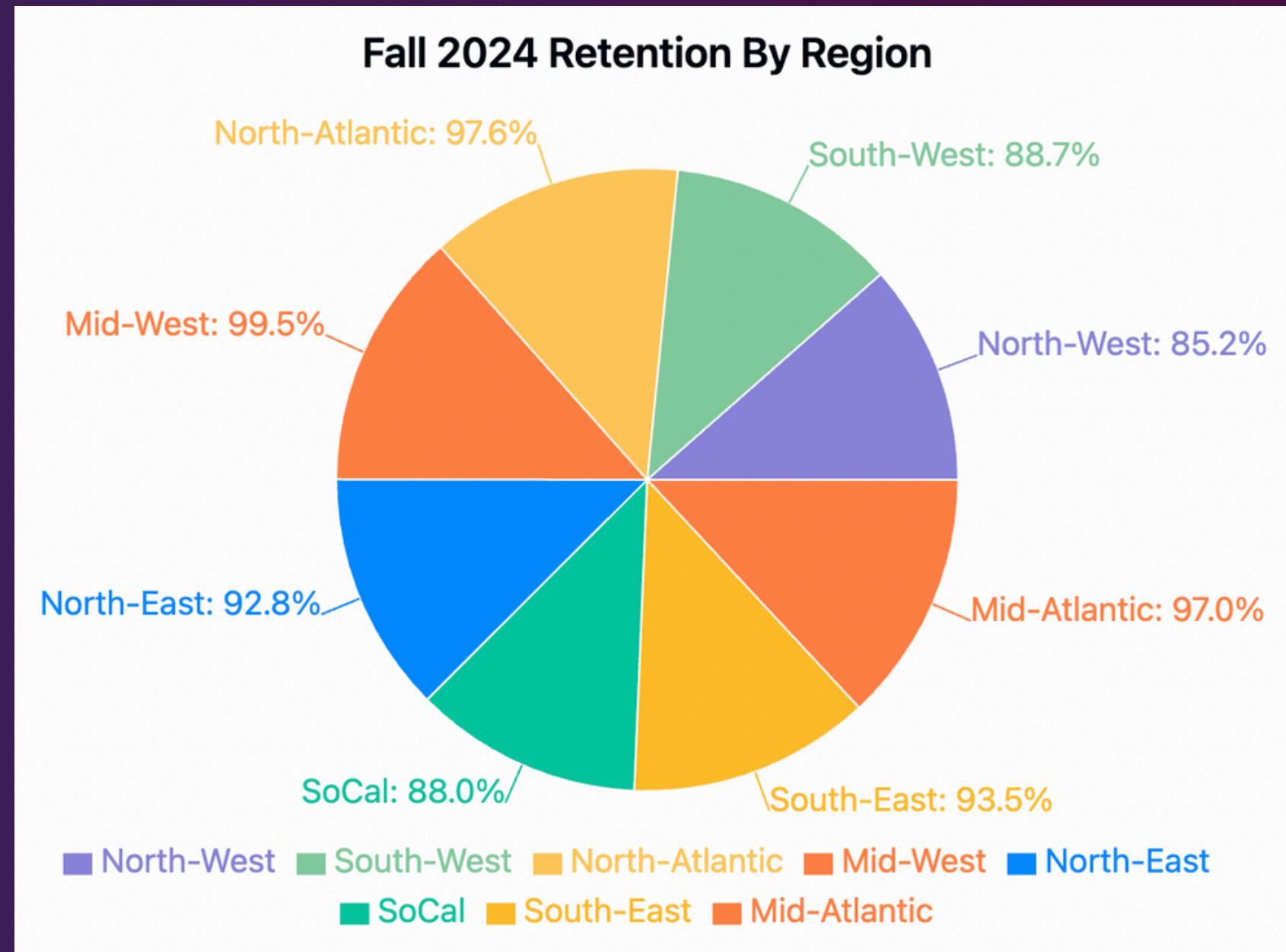
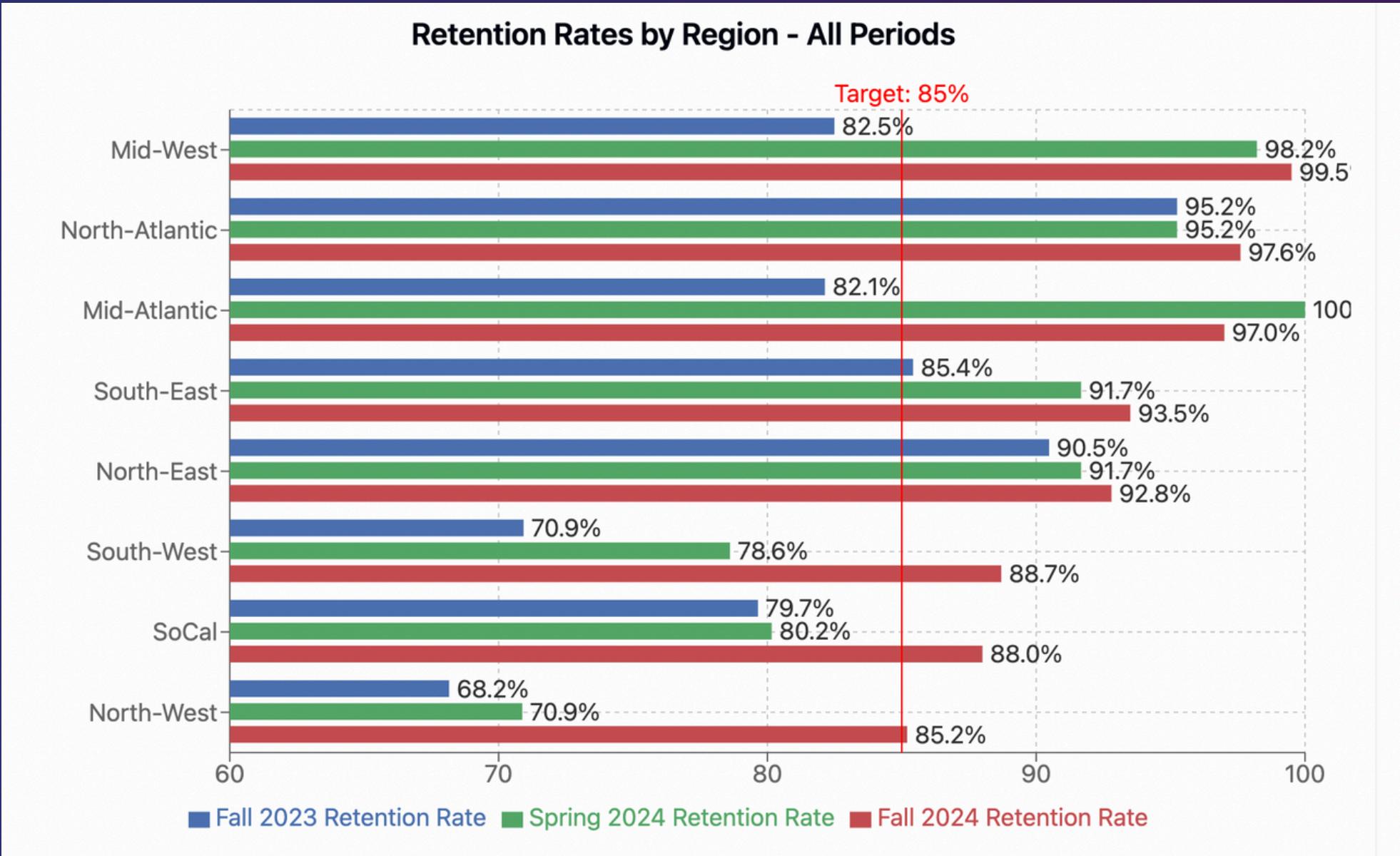
Pilot Phase

Initial implementation challenges (63%) followed by recovery to baseline levels (73%). Critical learning period that informed Diamond Program design. Expanded to 61 chapters.

Diamond Program

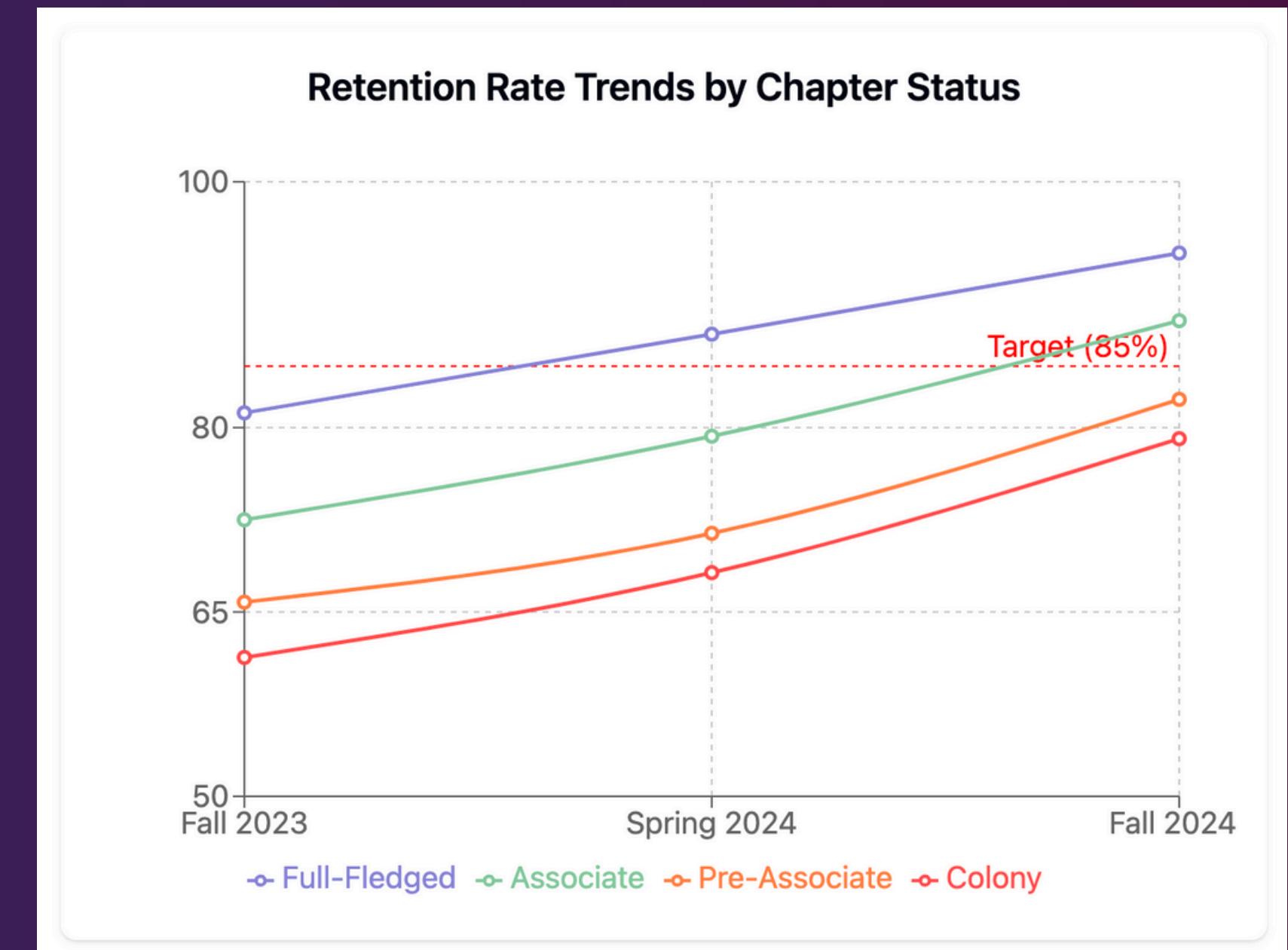
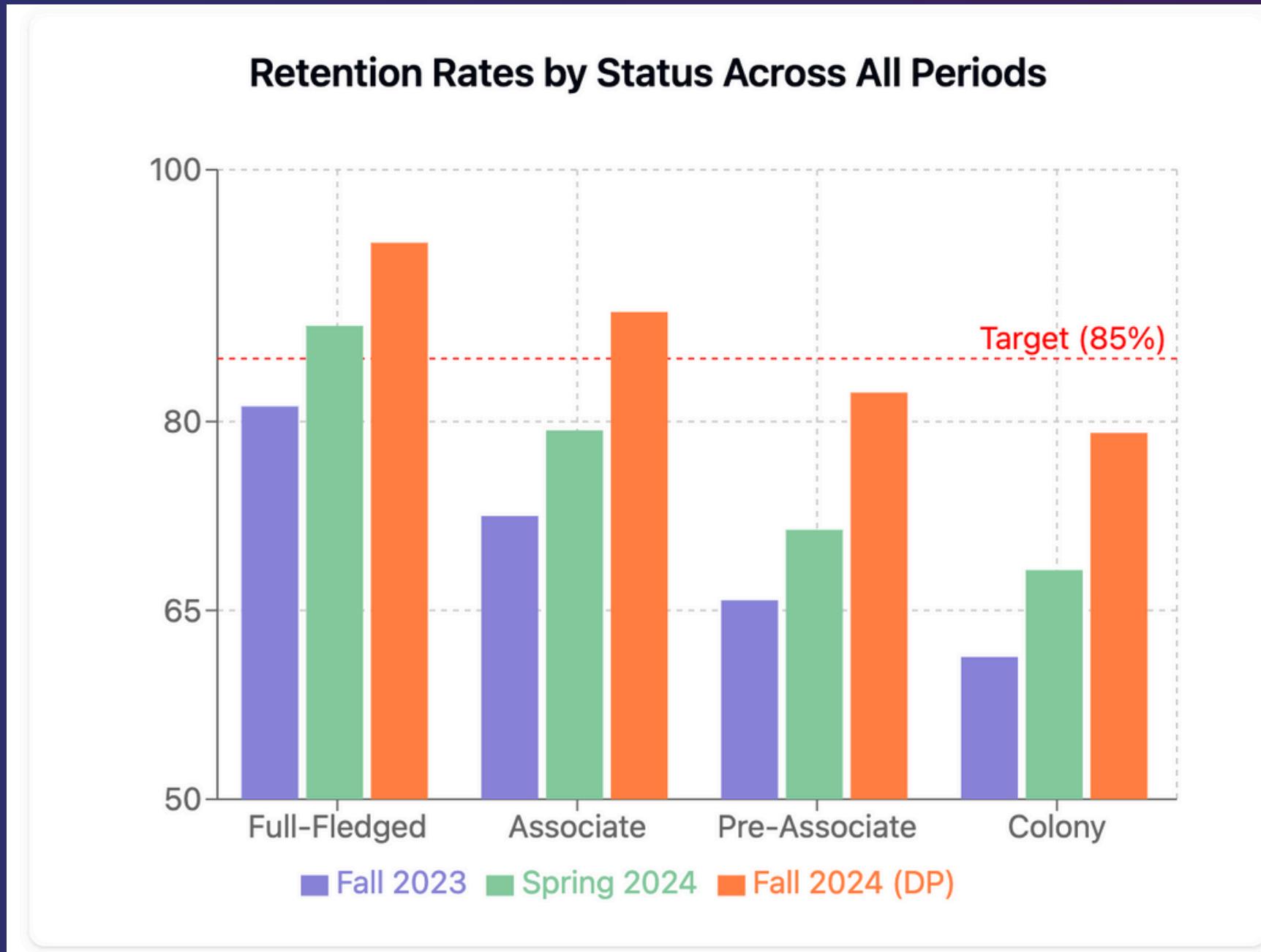
Breakthrough success (91.22%) exceeding target by 6.22 percentage points. Represents a 25% improvement over the original program. Reached 62 participating chapters.

RETENTION TRENDS REGIONAL ANALYSIS



- Target Achievement: While only 3 regions exceeded the 85% retention target in Fall 2023, all regions surpassed this important threshold by Fall 2024.
- Regional Success Stories: The Mid-Atlantic region achieved a perfect 100% retention rate in Spring 2024, while North-Atlantic and Mid-West have been consistently high performers across all periods.
- Most Improved Region: North-West showed the most dramatic improvement, going from the lowest performer at 68.16% to above the target threshold at 85.20%.

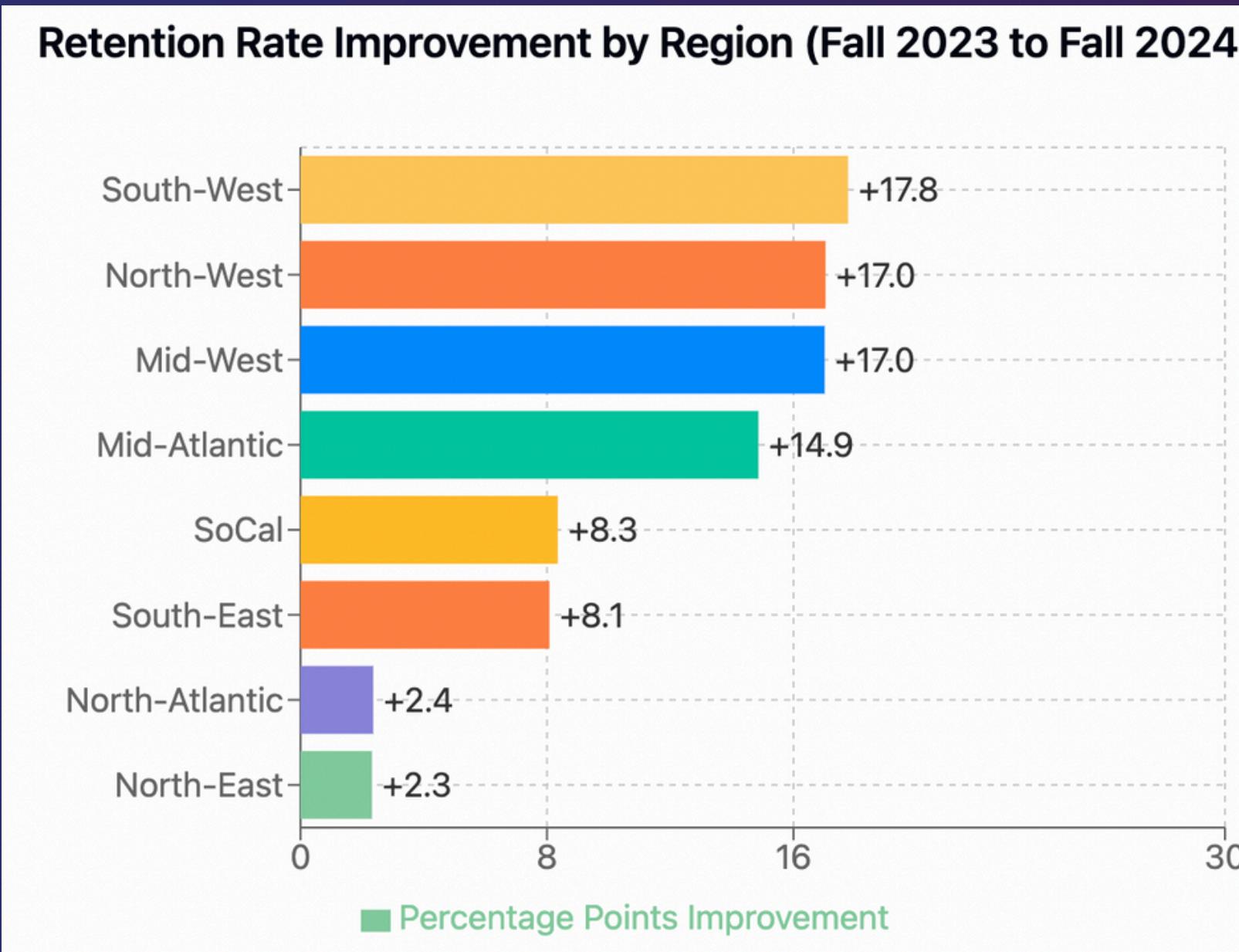
RETENTION TRENDS CHAPTER STATUS ANALYSIS



- Target Achievement: While only 3 regions exceeded the 85% retention target in Fall 2023, all regions surpassed this important threshold by Fall 2024.

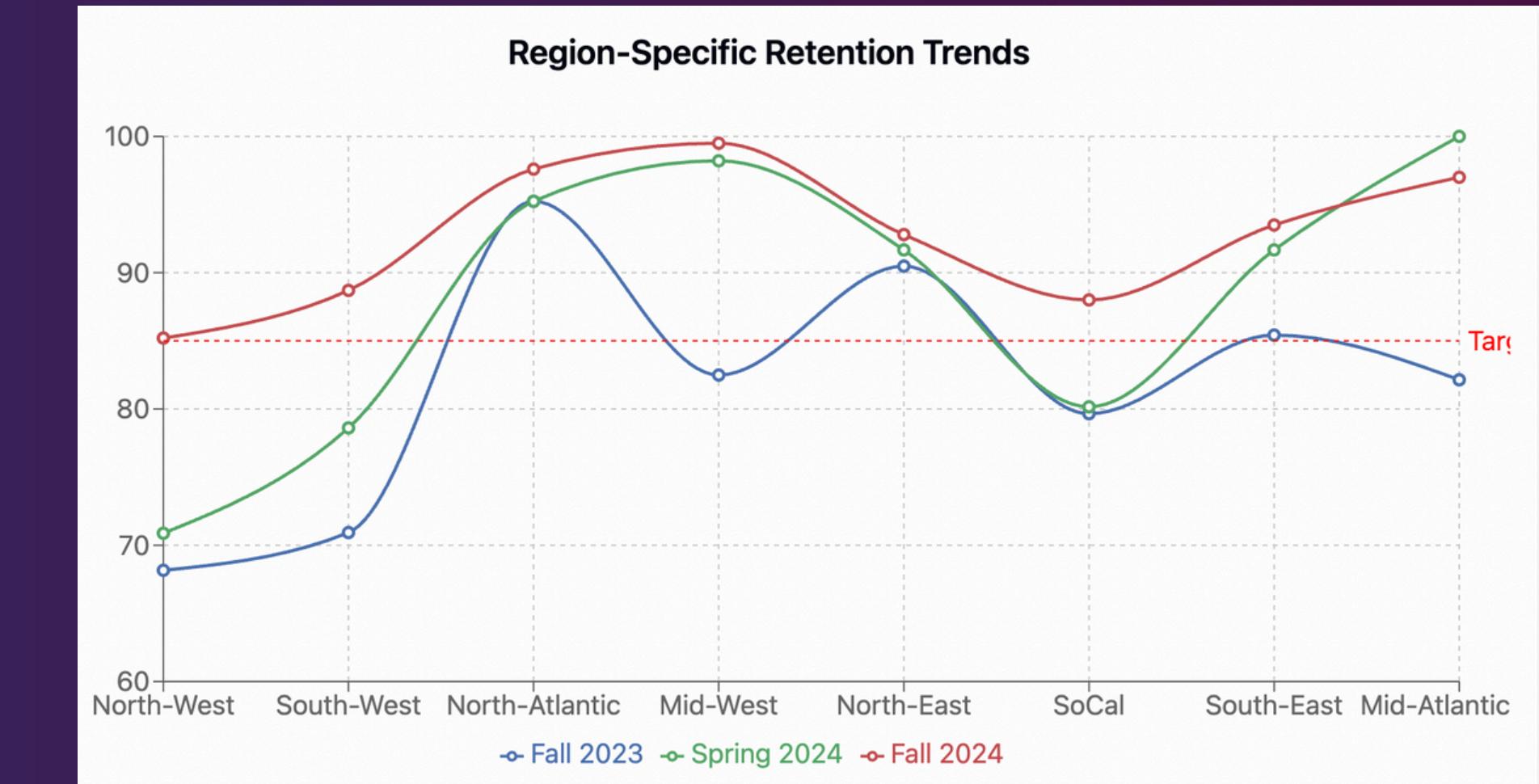
- Full-Fledged chapters show the highest retention rates across all periods (94.2% after DP)
- Pre-Associate chapters showed the largest improvement after Diamond Program implementation
- All status types approached or exceeded the 85% target after DP implementation
- Developing chapters (Pre-Associate and Colony) benefited most from the DP structure

DP PROGRAM EFFECT ON RETENTION



- The Diamond Program appears to have had a transformative effect on retention rates, with an increase from 73% in Spring 2024 to 91.22% in Fall 2024 after implementation. This 18.22 percentage point jump represents the largest quarter-to-quarter improvement observed.

- The average number of trained alumni per chapter decreased following the Diamond Program implementation, but the quality of engagement (as measured by retention) significantly improved, suggesting a shift from quantity to quality.



Fall 2023		
Average:	82.4%	
Highest:	95.2% (North-Atlantic)	
Lowest:		
	68.2% (North-West)	
Spring 2024		
Average:	88.8%	
Highest:	100.0% (Mid-Atlantic)	
Lowest:		
	70.9% (North-West)	
Fall 2024		
Average:	93.2%	
Highest:	99.5% (Mid-West)	
Lowest:		
	85.2% (North-West)	

DP PROGRAM CHAPTER PERFORMANCE : SUCCESS VS. CHALLENGES

Chapters Excelling with Diamond Program

- Mid-Atlantic Region Chapters: 97% rate
- Mid-West Region Chapters: 98.21% to 99.5% across all periods
- North-Atlantic Region Chapters: (95.24% to 97.6%) across all periods
- North-west: biggest improvement from 68% to 85.20%

Specifically:

- University of Michigan (maintained 100% retention)
- Cornell University (maintained strong performance)
- Boston University (consistent high retention)
- University of Chicago (showing continued excellence)
- University of Virginia (exceptional adaptation to DP)
- Johns Hopkins University (consistently high-performing)
- Midwestern Region chapters (average 99.5% retention after DP)
- North-Atlantic Region chapters (improved from 95.24% to 97.6%)

Chapters Struggling with Diamond Program

- San Francisco State University (25% retention)
- California State University San Marcos (33.33% retention)
- University of Texas at Austin (50% retention)
- State University of New York, Stony Brook (66.67% retention)
- Virginia Polytechnic Institute (75% retention)
- University of California, Santa Cruz (75% retention)
- California State University, Sacramento (75% retention)

ALL REGIONS NOW EXCEED 85% RETENTION TARGET:

- NORTH-WEST REGION SHOWED MOST IMPROVEMENT 68.16% (LOWEST) TO 85.20% AFTER DIAMOND PROGRAM IMPLEMENTATION IN FALL 2024



THANK YOU!