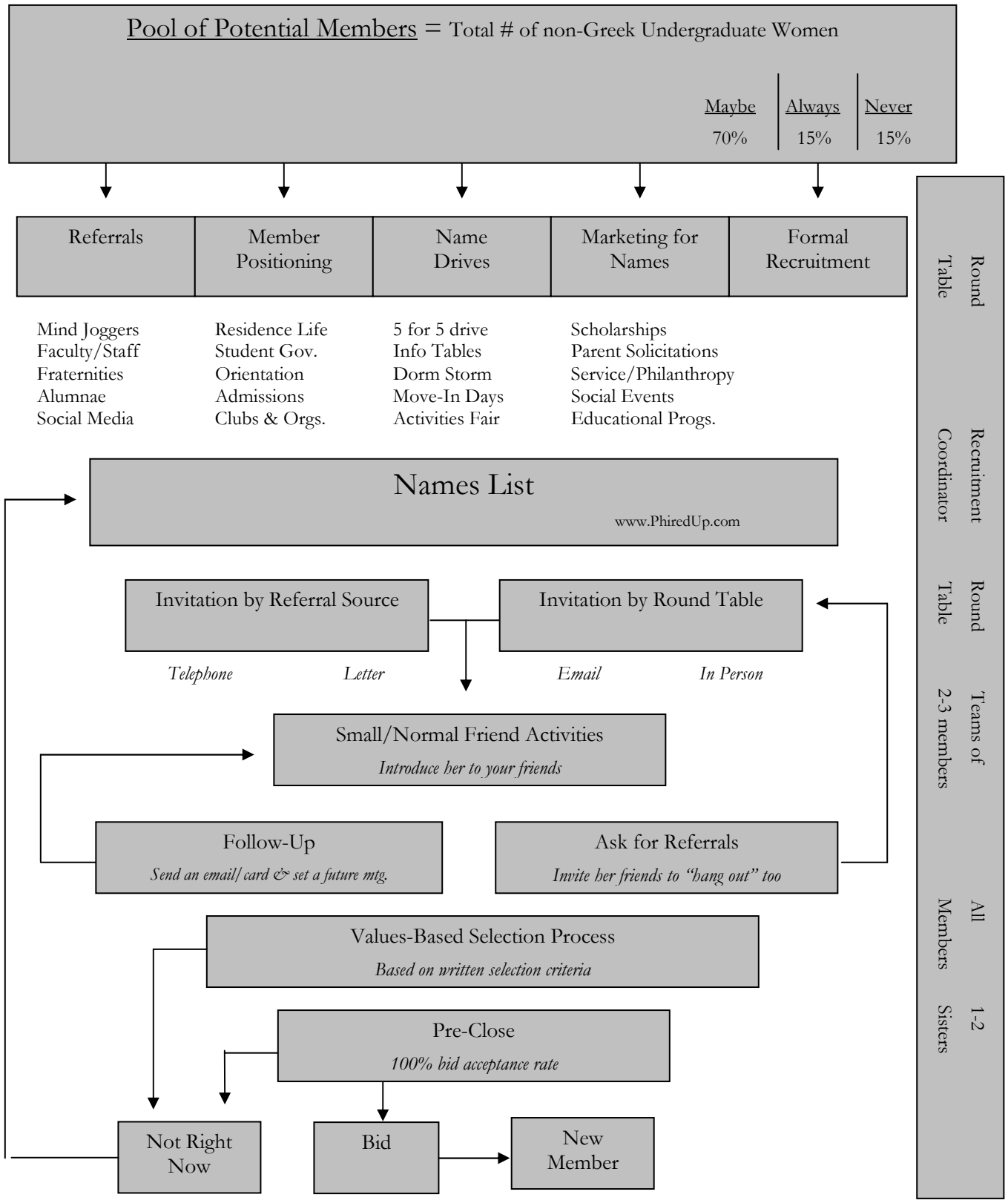
DYNAMIC SORORITY RECRUITMENT

A Proactive Model for Maximizing Membership Recruitment