



CENTER FOR FRATERNITY & SORORITY LIFE

Student Fees Advisory Committee (SFAC)
Base Augmentation Requests FY 2014-2015



**The Center for Fraternity & Sorority Life
Student Fees Advisory Committee
SSF Request for FY2015
Base Augmentation Request**

The Center for Fraternity & Sorority Life (CFSL) is requesting a FY2015 base augmentation request of \$10,000 to continue to fund strategic planning initiatives specific to the fraternity/sorority community. Recently, the CFSL has adopted an innovative and grass roots approach to strategic planning in fraternities and sororities, specifically focusing on council strategic planning specifically. CFSL hopes to continue to partner with our governing councils (Interfraternity Council, Houston Panhellenic Council, Multicultural Greek Council, National Pan-Hellenic Council, and Latin Greek Council) to provide intensive strategic planning efforts for these student communities.

For the FY2015 year, CFSL is exploring funding initiatives that would provide long-range plans for the Houston Panhellenic Council (6 chapters with approximately 420+ members) and the National Pan-Hellenic Council (5 chapters with approximately 60 members). These would provide a roadmap of overarching themes and strategic initiatives designed to increase both the membership reach of these groups and the quality of the experience offered to students.

In partnership with CFSL, the UH Interfraternity Council solicited the assistance of Growth Guiders, LLC, a higher education specific consulting firm based in Indianapolis, IN in the development of a 3-year Interfraternity Council Strategic Plan. This initiative included a data collection visit in July 2012 and the original creation and facilitation of the IFC Strategic Planning Academy on August 18-19, 2012. CFSL is hoping to engage in similar initiatives for all council communities within fraternity/sorority life.

The following Interfraternity Council initiatives have been completed as a result of the Strategic Plan:

- Creation of additional programming chair
- Reformation of scholarship programming
- A closing of the gap between the all-men's average and all-IFC average from -.11 GPA points to -.007 GPA points.

The total estimated cost for funding strategic planning initiatives is as follows:

Strategic Planning Costs:	\$10,000.00
UH Administrative Charge	\$600.00
Total=	\$10,600.00

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The Center for Fraternity & Sorority Life (CFSL) is requesting a FY2015 base augmentation request of \$5,000 to increase and centralize the marketing and promotion efforts for fraternity & sorority life. Currently, marketing and promotion of the fraternity & sorority experience rests in the hands of each individual chapter and council. This leads to disparity in resources and a lack of a centralized message regarding the educational benefits of fraternities and sororities. CFSL hopes to provide a central location for print items, digital media, and promotional items designed to increase the reach of students who are informed about the fraternity & sorority experience.

Over the Fall 2012 and Spring 2013 semesters, a multidisciplinary group of students, faculty, and university administrators organized under the charge of Dr. Richard Walker to take an objective look at the Greek system and provide recommendations for improvement. A current draft of these recommendations is being presented to various constituencies as we speak, with a goal of finalization of the recommendation by the close of the Fall 2013 semester. While these recommendations are in draft form and not fully finalized, the current draft of recommendations (specifically in the “Growth” area of the Task Force report) states the need for centralized marketing for the fraternity & sorority experience, and that CFSL should provide the time, energy, and financial resources necessary to further market the fraternity & sorority experience.

The total estimated cost for funding fraternity/sorority marketing is as follows:

Marketing Costs:	\$5,000.00
UH Administrative Charge	\$300.00
Total=	\$5,300.00