



CENTER FOR FRATERNITY & SORORITY LIFE

Student Fees Advisory Committee (SFAC)
Program Questionnaire for FY 2014-2015



- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

Center for Fraternity and Sorority Life Mission:

Through close collaboration with students and other stakeholders, the Center for Fraternity and Sorority Life (CFSL) empowers the growth of high achievers and values-based leaders by providing an measurable, meaningful, and transformative fraternity and sorority experience. With a commitment to individual student development, the Center creates opportunities for lifelong relationships, innovative thinking, civic engagement, and overall student success.

Center for Fraternity and Sorority Life Vision:

The university of Houston Center for Fraternity and Sorority Life will provide a nationally-recognized, urban, Tier One fraternity and sorority experience that serves as the primary vehicle for student success.

FY2013 in Overview:

The Center for Fraternity and Sorority Life (CFSL) completed its first full fiscal year as CFSL and focuses primarily on the needs of fraternity and sorority life at the University of Houston. The center has three full-time staff and one graduate assistant who focus on providing meaningful learning experiences within the 5 values of our office— leadership development, intellectual development, service and citizenship, relationships, and ritual and values. The center is working hard to strategically grow our fraternity and sorority community, while also providing increased accountability to fraternity and sorority members and intentional advising for chapter and councils.

The staff currently advises 45 fraternities and sororities housed under five governing councils, the fraternity/sorority residential experience in Bayou Oaks, and participates in a variety of University initiatives. This report will discuss the specific action steps we will take in order to assist the Division of Student Affairs and Enrollment Services in fulfilling the 6 Strategic Initiatives outlined in the 2013-18 Strategic Plan. Additionally we will discuss new and evolving programs and initiatives in all areas. The center growth is supported by Base Augmentation requests for permanent funding for marketing initiatives and strategic planning initiatives.

The CFSL is 100% funded by student fees, and we seek to be careful stewards of this funding and to provide the University of Houston with experiences that are proven to meet the educational mission of the university. Throughout the report, you will see data that supports learning within many of our programs that required significant financial support. The department is conscious that learning is a core function of our work and we must do our best to demonstrate that learning is occurring within our programs.

- 2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.**

The organizational chart for the Center for Fraternity & Sorority Life can be found on the next page.

Jason Bergeron
Director,
Center for Fraternity & Sorority Life

Creates and implements a vision for Fraternity and Sorority Life
Budget Oversight
Staff Supervision
Advises Interfraternity Council

Cassandra Joseph
Activities Coordinator II, Center for Fraternity & Sorority Life

Advises National Pan-Hellenic Council
Advises Multicultural Greek Council
Advises Latin Greek Council
Supervises Student Staff in CFSL
Students (4)

Megan Francis
Greek Housing Coordinator

Advises Houston Panhellenic Council
Coordinates Bayou Oaks Townhouse-related Initiatives
Serves as Live-On Staff in Bayou Oaks
Supervises Bayou Oaks Community Assistants

Tiffany Dennett
Graduate Assistant, Center for Fraternity and Sorority Life

Order of Omega Advisor
Interfraternity Council Co-Advisor
Coordinator of Fraternity & Sorority Awards



3. List your unit's strategic initiatives and action steps identified for the 2012-2013 academic year and cite the specific Division of Student Affairs Strategic Initiatives (http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html) and University of Houston Strategic Goals (<http://www.uh.edu/president/vision-priorities/>) to which they relate. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

The staff in the Center for Fraternity & Sorority Life established a series of overarching two-year strategic initiatives and action steps, beginning during the Fall 2012 semester and all with a scheduled completion of the end of FY2014. These strategic initiatives are currently still being executed with an estimated completion date of the close of FY2014.

Strategic Initiative #1 - Enrollment and Academic Performance (DSA Initiative #1, UH Strategic Goal #2)

- a. Action Step #1 - Reframe recognition strategies for academic achievement in fraternities and sororities through Fraternity/Sorority Awards Ceremony and other media.

STATUS: Completed. Retooled Fraternity/Sorority Night of Celebration with significant success (program had record attendance of approximately 260 attendees), and changed the way scholastic reports are formatted and digested by stakeholders, and saw significant increase in Fraternal Excellence Program participation (16 participants in 2011 to 32 participants in 2012).

- b. Action Step #2 - Partner with the shared governance system (governing councils) to develop and enforce academic standards for all fraternities and sororities.

STATUS: Currently in progress. Draft academic standards are currently being created and refined by governing councils. This includes minimum GPA standards, academic intervention policies, and progressive recognition and accountability standards for chapters.

- c. Action Step #3 - Place more intentional academic intervention resources on CFSL website for chapter/member use.

STATUS: In progress. CFSL staff is nearing completion on sample academic plans and intervention resources, and will create and disseminate more resources through our staff member dedicated to academic support.

Strategic Initiative #2 – Programming and Leadership Development (DSA Initiative #,1 UH Strategic Goal #2)

- a. Action Step #1 - Create a 4-year leadership guide map that assists chapters in identifying developmentally appropriate leadership experiences for various levels of membership.

STATUS: In progress. To be completed by December 2013.

- b. Action Step #2 - Retool current Fraternity & Sorority Visions Institute to focus on new/emerging leaders in fraternity/sorority life.

STATUS: Completed. Retooled the Fraternity/Sorority Visions Institute to become the Future Greek Leaders Academy with a participation of 48 first & second year leaders.

- c. Action Step #3 - Explore junior-senior leadership experiences for chapter leaders/officers.

STATUS: In progress. Currently a highlight of the department's yearly assessment plan. CFSL held its first President's Leadership Summit, a day-long leadership experience for chapter and council presidents, on Friday, August 23, 2013 with a total participation of 48.

- d. Action Step #4 - Create opportunities for combined officer transition experiences across councils (IFC, HPC, NPHC, MGC, LGC).

STATUS: In development. Has been transitioned to completion for this current fiscal year.

Strategic Initiative #3 - Advisor Training and Education (DSA Initiative #6, UH Strategic Goal #6)

- a. Action Step #1- Provide a consistently formatted "Monthly Advisor Update" to all alumni/faculty/staff advisors that includes upcoming due dates, educational resources, questions to ask chapter leaders, etc.

- e. **STATUS:** In progress. Has been transitioned to completion for this current fiscal year (FY2014).

- b. Action Step #2 - Develop an advisor position description designed to set clearer advisor expectations.

- f. **STATUS:** In progress. Has been transitioned to completion for this current fiscal year (FY2014).

- c. Action Step #3 - Provide small, one-page resources that can assist/educate advisors on problem-solving, risk reduction education, civic engagement, etc.
- g. **STATUS:** In progress. Has been transitioned to completion for this current fiscal year (FY2014).

Action Step #4 - Provide semesterly president/advisor meetings designed to provide uniform information to chapter and alumni leaders.

STATUS: Completed. Semesterly meetings with both presidents and advisors are part of our regular meeting schedule.

Strategic Initiative #4 - Expectation and Deadline Management (DSA Initiative #4, UH Strategic Goal #2)

- a. Action Step #1 - Provide complete listings of upcoming deadlines at the start of each semester.

STATUS: Completed. All CFSL deadlines are communicated with ample time to be met.

- b. Action Step #2 - Strictly adhere to each deadline set by the CFSL.

STATUS: Completed.

- c. Action Step #3 - Provide incentive resources for chapters/members that meet deadlines.

STATUS: Completed. CFSL has provided things such as departmental sponsorship to groups for on-campus events and programs that meet submission deadlines and attend mandatory events.

- d. Action Step #4 - Explore incentivized early registration options for educational programs.

STATUS: This goal has been reevaluated and deemed unnecessary.

Strategic Initiative #5 – Marketing and Branding (DSA Initiative #5, UH Strategic Goal #5)

- a. Action Step #1 - Use empirical data to develop marketing materials for unaffiliated students and faculty and staff partners.

- h. **STATUS:** In progress. Has been transitioned to completion for this current fiscal year (FY2014). Some efforts have been made to communicate through social media outlets positive statistics that demonstrate the positive impact fraternity/sorority membership is having on students.

- b. Action Step #2 - Develop specific marketing materials for faculty/staff/alumni partners including specific ways and means of becoming involved in fraternity/sorority life.

STATUS: In progress. Has been transitioned to completion for this current fiscal year (FY2014).

Additional Objectives

The following initiatives were not part of our original goals as a functional area, but became important during the academic year.

Housing Development – While assumption of Bayou Oaks management was planned and expected, the level of work needed to refine policies, procedures, and practices and communicate understanding of those practices. This includes work in the following areas:

- A stronger partnership with Student Housing and Residential Life to assist in development and coordination of leasing, renovations, and move-in.
- Communication and education of housing policies relevant to Bayou Oaks residents.
- Full creation of a master license for leasing of the entire townhouse facility.
- Assistance in development of chapter housing corporations designed to provide support and oversight for the chapter housing.
- Creation of a new application and review process for chapters wishing to acquire or retain a townhouse for the 2013-2014 academic year.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

General Membership Data

The Center for Fraternity & Sorority Life tracks general membership data and, during any semester, communicates how many men and women on campus identify as members of fraternities and sororities. The campus has seen slow, steady increases in fraternity/sorority membership since Fall 2008 as detailed below:

	Total Enrollment	Undergraduate Enrollment	Total Members	% Total Enrollment	% Undergraduate Enrollment
Fall 2008	36104	27602	964	2.67%	3.49%
Fall 2009	37000	28056	943	2.55%	3.36%
Fall 2010	38752	29378	1064	2.75%	3.62%
Fall 2011	39820	30452	1107	2.78%	3.64%
Fall 2012	40747	31367	1242	3.05%	3.96%

Retention and Persistence

Starting in Fall 2011, The Center for Fraternity & Sorority Life began tracking cohorts of members through their fraternity/sorority experience to determine if involvement in fraternity & sorority life leads to increased persistence at the University. All fraternity/sorority members who entered the University as full-time, first-time in college (FTIC) freshman are tracked in comparison to general university rates for the same full-time, FTIC population.

- Of all full-time FTIC students that entered our F/S community in Fall 2011, 84.7% returned as enrolled students in Fall 2012. This compares to 83.2% of our overall Full-Time FTIC 1st-2nd year retention rate.
- Of the 1089 active/new members in Fall 2011, 693 (63.6%) came to the university in their base year (first semester of enrollment) as a Full-Time, FTIC student. 36.4% entered as transfer students, non-degree seeking, part time, etc.

Fraternal Excellence Program

The Fraternal Excellence program is the University of Houston's assessment and awards programs designed specifically for fraternities and sororities. Throughout this program, fraternities and sororities discuss chapter accomplishments in each of five areas and receive awards, recognition, and feedback based upon their achievements in each area. During FY2013, 32 chapters participated in the Fraternal Excellence Program in some way, compared to 16 chapters during FY 2012. Listed below are the total submission numbers and the average evaluation score received in each area across all participants that completed both narrative submissions and interviews. Scores are identified using a scale from 1 to 5 (1 = poor, 2 = fair, 3 = good, 4 = excellent, 5 = exemplary). This data has assisted the CFSL staff in identifying which assessment areas require additional attention.

Excellence Area	Total Narrative Submissions	Total Interviews Completed	Average FEP Scores	Number of Excellence Award Winners
Intellectual Development	31	23	3.33	4
Leadership Development	30	24	2.89	1
Service and Citizenship	32	23	3.14	1
Brotherhood/Sisterhood	30	23	3.28	6
Ritual & Values	30	23	3.31	2

Fraternity & Sorority Experience Survey

The Fraternity & Sorority Experience Survey is a comprehensive survey instrument administered to members of the fraternity/sorority community in Fall 2012. The survey collects information regarding demographics, early Greek-related experiences, information on fraternity/sorority behaviors, and their sense of community and university affinity.

- The self-reported ethnicity of the fraternity/sorority community was very reflective of the general student population
 - 37.9% identified as White/Caucasian
 - 31.5% identified as Chicano/Latino/Hispanic
 - 17.1% identified as Asian/Pacific Islander
 - 11.5% identified as African-American/Black
 - 8% combined identified as American Indian, Middle Eastern or other
- Academic and financial concerns were identified as the primary concerns students had prior to joining.
- Approximately 66% of members came to UH as FTIC students, while approximately 33% identified that they first came as transfer students.
- Overall, the sense of community that students feel is stronger within the fraternity/sorority community than it is on the general campus.
 - Strongest sense of community on campus came from Panhellenic and Latin Greek Council communities.
 - Significantly lower sense of community within fraternity/sorority community came from National Pan-Hellenic Council community.
- Member accountability issues are highest in regards to financial commitments – 28.5% identified it as a chapter problem

- Overall, 42.4% believed their fraternity/sorority experience to be a positive effect on their grades. 36.7% said membership had neither a positive or negative effect.
- Approximately 42% identified that their parents did not graduate from college.

Many of the programs and initiatives from CFSL are educational in nature. Therefore, it is important that the focus of how we identify success is through learning. All CFSL programs are grounded in our Division of Student Affairs and Enrollment Services Student Life Learning Outcomes:

Students who participate in Student Life programs, services, and initiatives will:

1. Demonstrate the critical thinking and reflective reasoning skills necessary to engage in innovative problem-solving and decision-making. (Cognitive Complexity, Knowledge Acquisition, Integration, & Application)
2. Develop the leadership skills necessary to positively impact their communities. (Knowledge Acquisition, Integration, & Application, Civic Engagement, Humanitarianism)
3. Express personal values and demonstrate behaviors congruent with those values. (Interpersonal & Intrapersonal Competence)
4. Identify and apply strategies that promote effective teamwork and collaboration through meaningful relationships. (Interpersonal and Intrapersonal Competence, Humanitarianism, Practical Competence)
5. Develop intercultural competence and demonstrate a commitment to humanitarian values. (Humanitarianism, Knowledge Acquisition, Integration, & Application)
6. Employ personal, organizational, and academic goals that promote overall achievement and degree attainment. (Practical Competence, Persistence and Academic Achievement)

For many of our programs, pre-and-post tests are used to identify changes in knowledge, skills, or beliefs as a result of attendance at a program.

Additional programs that were sponsored in part or in full by the Center for Fraternity & Sorority Life can be found below with a listing of student participation.

1. Future Greek Leaders Academy
 - February 22-24, 2013
 - 48 participants
2. Fraternity/Sorority Presidents' Leadership Summit
 - August 23, 2013
 - 48 participants

3. National Pan-Hellenic Council (NPHC) Leaders Academy (CFSL co-sponsored and co-funded with NPHC)
 - August 16-18, 2013
 - 17 participants

Upcoming Assessment Initiatives

The following are specific initiatives designed to collect data that will assist CFSL in advancing its mission throughout FY2014.

- Officer Transition Assessment – CFSL will engage in an assessment initiative this year exploring how and why officer transition within organizations occurs or doesn't occur, and what best needs are in regards to transitioning officers.
- Fraternal Excellence Program Evaluation – After its 3rd-year of implementation, the Fraternal Excellence Program will be reviewed to determine if it is meeting its intended impact, and how it can best assess and evaluate values integration occurring within fraternities and sororities.
- Senior-Level Leadership Development – CFSL will be using survey and interview techniques to identify the leadership development needs of third-and-fourth-year members and what specific leadership development programs are most needed.
- Advisor/Volunteer Inventory – CFSL will be exploring how advisors and volunteers specific frame their roles, and inventory the identified skills and practices needed to best assist them in their roles.

5. Please discuss any budget or organizational changes experienced since your last (FY 2014) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY 2013 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

There were no differences between amount of SFAC request and actual SFAC allocation for FY 2013.

The Center for Fraternity & Sorority Life Ledger 3 concluded FY 2013 with a fund balance carry forward of \$44,377; however SFAC expenditures exceed SFAC allocation by \$7,640 due mainly to the Greek Housing Coordinator's salary charged to SFAC instead of CFSL operations.

The Center for Fraternity & Sorority Life concludes the year with an equity balance of \$44,377 which includes SFAC-\$26,470; and Greek Housing Coordinator Salary cost center -\$17,907. \$41,749 of the equity is a result of the reorganization and transfer of Service and Leadership Development programs to CSI in FY 2013. The amount of \$41,749 in fund balance was transferred to CSI in October of 2013.

Base Augmentation FY15

1. Marketing Support

To provide financial support for centralized and increased marketing opportunities about opportunities for fraternity/sorority membership on campus.

Cost - \$5,000

\$300 – 6% Admin Fee

Total: \$5,300

2. Strategic Planning Support

To fund strategic planning initiatives at a governing council level designed to promote growth, learning, and accountability at a student level.

Cost - \$10,000

\$600 – 6% Admin Fee

Total: \$10,600

- 6. Please list your 2014-2015 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.**

The staff in the Center for Fraternity & Sorority Life has identified the following two-year strategic initiatives that will carry through FY 2016. The action steps listed are specific steps that have a targeted completion date of the close of FY2015.

Strategic Initiative #1 – To provide a roadmap for Future Planning within fraternity & sorority life (DSAES Strategic Initiatives #1, 2; UH Strategic Principles #1, 8)

- d. Action Step #1 – Create a successful fraternity & sorority future plan and timeline that incorporates both action steps from the Greek Life Task Force, DSAES Strategic Plan mapped items, and DSAES External Review.
- e. Action Step #2 – Engage in a minimum of one additional council-based strategic planning effort.

Strategic Initiative #2 – To further advance the Fraternal Excellence Program as a means for assessment, reward, and feedback (DSAES Strategic Initiatives #4, 5; UH Strategic Principles #1, 4)

- i. Action Step #1 - Achieve an 80% chapter participation rate with the Fraternal Excellence Program.
- j. Action Step #2 – Expand evaluator pool to include 50+ character interview evaluators and 50+ narrative evaluators.
- k. Action Step #3 – Create an action-planning system for chapters performing poorly in one or multiple FEP areas.

Strategic Initiative #3 – To further develop positive and broad-reaching messaging and branding for fraternity & sorority life (DSA Strategic Initiative #5; UH Strategic Principles #2, 5)

- d. Action Step #1- Finalize and implement a fraternity/sorority marketing and growth plan designed to increase awareness and understanding of fraternity/sorority life on campus.
- e. Action Step #2 – Recruit and build a team of students to create, assist, and review fraternity/sorority marketing materials in conjunction with DSAES Marketing and Communications.

Strategic Initiative #4 – To better advance and promote learning and leadership within fraternities and sororities (DSA Strategic Initiative #1; UH Strategic Principles #1, 8)

- e. Action Step #1 – Create a “how to” resource housed by CFSL that assists chapter leaders in navigating fraternity/sorority processes.
- f. Action Step #2 - Create and implement a tracking system for leadership experiences within fraternity/sorority life.
- g. Action Step #3 – Identify and track member participation in high-impact practices here at the University such as learning community participation, study-abroad participation, and service-learning.

Strategic Initiative #5 – To identify and advance practices that promote stakeholder and volunteer engagement and development (DSAES Strategic Initiative #1, 2; UH Strategic Principle #5)

- a. Action Step #1 – Engage seasoned advisors in the development of an advisor/volunteer training initiative. Reach a minimum of 50% of all registered advisors.
- b. Action Step #2 – Work with advancement/alumni to increase the richness of our fraternity/sorority alumni database.

Strategic Initiative #6 – To further develop and expand opportunities for fraternity/sorority specific housing (DSAES Strategic Initiatives #2, 4; UH Strategic Principle #8)

- a. Action Step #1 - Review and, if necessary, modify current Bayou Oaks student staffing models.
- b. Action Step #2 – Identify and create a process for non-townhouse housing opportunities for fraternities and sororities.

7. **What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

The Center for Fraternity & Sorority Life has historically received funding from American Campus Communities for the Greek Housing Coordinator position since its inception until the close of FY2013. Moving forward, this position is now funded by SFAC dollars.

The Center for Fraternity & Sorority Life (CFSL) is also partnering with the new DSAES Director of Advancement to identify development and fundraising opportunities that can assist our center in meeting its needs, and has established a fundraising goal of \$10,000 for the coming year.

The Center for Fraternity and Sorority Life (CFSL) is also currently exploring grants options from the following national organizations:

- Association of Fraternity/Sorority Advisors (AFA) for Professional Development Funding
- Association for Fraternal Leadership and Values (AFLV) Conference Funding
- National Education Association (NEA) for Professional Development Funding
- National Association for Student Personnel Administrators (NASPA) for Research Funding
- American College Personnel Association (ACPA) for Research Funding

8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

The Center for Student Involvement (CSI) and The Center for Fraternity and Sorority Life (CFSL) both provide services for registered student organizations. However, CFSL serves the fraternity and sorority registered student organizations greater than other university departments, and provides organizational programs specifically tailored to the unique needs of fraternities and sororities.