

CENTER FOR FRATERNITY AND SORORITY LIFE

UNIVERSITY of
HOUSTON

CENTER FOR FRATERNITY AND SORORITY LIFE



Student Fees Advisory Committee (SFAC)

PROGRAM QUESTIONNAIRE FY 17-18

ONE-TIME FUNDING ALLOCATION
REQUEST FOR FY 2018

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:

The mission of the Center for Fraternity & Sorority Life (CFSL) is to enhance the fraternity/sorority member experience in order to elevate our Greek community. CFSL accomplishes this mission through intentional effort applied in the following areas:

- ***Center and Community Operations*** – CFSL will maximize effectiveness and efficiency in regards to Center and Community-specific practices, policies, and procedures.
- ***Planning and Assessment*** – CFSL will make a case for the value of fraternities and sororities through data-driven measures for success.
- ***Advising and Coaching*** – CFSL will identify and implement strategies that best support the advising needs of chapter leaders, council leaders, and general members.
- ***Educational Programming*** – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders.
- ***Stakeholder Development*** – CFSL will establish relationships and build influence with advisors, faculty/staff, and university alumni to build both human and financial support for fraternities and sororities.
- ***Fraternity & Sorority Housing*** – CFSL will partner with Student Housing and Residential Life to create a positive residential environment for fraternities and sororities.

FY2016 in Overview:

The Center for Fraternity and Sorority Life (CFSL) focuses primarily on the diverse needs of the fraternity and sorority community at the University of Houston. In FY2016, the center had three full-time exempt staff, one non-exempt staff member, and one graduate assistant who focus on advancing both student learning and operational effectiveness within Greek Life. Future goals and action items are tied directly to six overarching areas for which the Center is directly responsible, as reflected in CFSL's mission statement: Center & Community Operations, Advising and Coaching, Planning and Assessment, Educational Programming, Stakeholder Development, and Fraternity & Sorority Housing. The center is working hard to strategically grow our fraternity and sorority community, while also providing increased support and accountability to fraternity and sorority members and advising and coaching for chapters and councils.

The staff currently advises 48 fraternities and sororities housed under five governing councils, the fraternity/sorority residential experience in Bayou Oaks, and participates in a variety of Student Life and 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 is requesting no additional base augmentation and/or one-time requests for the FY18 year.

The CFSL is 100% funded by student fees, and we seek to be thoughtful 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 student success 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

- Overarching Fraternity/Sorority Visioning and Planning
- Budget Oversight
- Assessment Planning and Coordination
- Advises Houston Panhellenic Council
- Coordinates Fraternal Excellence Program
- Coordinates Fraternity/Sorority Presidents' Leadership Summit

Cassandra Joseph
Assistant Director, Center for Fraternity & Sorority Life

- Advises Interfraternity Council
- Advises United Greek Council
- Advises Fraternity/Sorority Program Board
- Departmental Progress Reporting and Goal Achievement
- Supervises CFSL Student Interns - **Students (2)**
- Graduate student hiring, training, and coordination

Kyle McGee
Graduate Assistant, Center for Fraternity & Sorority Life

- Advises Multicultural Greek Council
- Coordinates Fraternity/Sorority Executive Leaders Circle
- Coordinates Future Greek Leaders Academy

Guillermo Flores
Fraternity/Sorority Housing Coordinator,
Center for Fraternity & Sorority Life

- Coordinates Bayou Oaks Townhouse-related Initiatives
- Coordinates Housing Corps Development
- Advises National Pan-Hellenic Council (NPHC)
- Advises Houston Panhellenic Council Recruitment Team
- Serves as Live-On Staff in Bayou Oaks
- Order of Omega Advisor

Pamela Moon
Office Coordinator

- Coordinates CFSL Operations

3. List your unit's strategic initiatives and action steps identified for the 2015-2016 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). 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.

DSAES Plan: (http://www.uh.edu/dsa/about_student_affairs/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

The staff in the Center for Fraternity & Sorority Life established a series of overarching strategic initiatives and action steps. These action items were specifically earmarked to be completed within FY 2016.

Strategic Initiative #1 – Center Operations – CFSL will maximize effectiveness and efficiency in regards to Center-specific practices, policies, and procedures. Link to DSA Strategic Initiatives: 4c; Link to President's Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will fully utilize the Get Involved system by moving all reporting mechanisms to the online student organization management system.
Status: Completed. All other reporting has been moved to the Get Involved system. However, using Get Involved to manage roster information has proved to be (1) not manageable within the system and (2) difficult for students to complete. CFSL has continued to use its previous practice of roster reporting outside of Get Involved.

Strategic Initiative #2 – Advising and Coaching – CFSL will identify and implement strategies that best support the advising needs of chapter leaders, council leaders, and general members. Link to DSA Strategic Initiatives: 2b, 5c; Link to President's Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will partner with the Center for Diversity and Inclusion to develop a strategy for weaving concepts of diversity, equity, and inclusion into current and future programming.
Status: Work done, while still in progress. CFSL and CDI have partnered on the 2015 Fraternity/Sorority Presidents' Leadership Summits regarding content. In addition, CFSL participated, with a number of student leaders and staff to update the following policies to ensure equity across all organizations:
 - (1) RSO Indoor Event Policy
 - (2) Bayou Oaks Social Event Policy
 - (3) New Member Presentation Policy
- b. Action Step #2 – CFSL will engage in a thorough review of its new advising structure and, if necessary, work to tweak current practices that promote better chapter/council advising.
Status: Completed. CFSL made the following changes to its chapter coach model: Monthly themes for conversations; sharing of meeting minutes amongst CFSL staff; slight shifting of chapter coaches.
- c. Action Step #3 – CFSL will drive student leaders to create and formalize a marketing plan designed to promote fraternity/sorority membership.

Status: Completed. CFSL has increased its marketing presence in the following ways:

- (1) Completed the Fraternity & Sorority Life Information Guide
- (2) Increased Facebook page 'likes' by 20.6%
- (3) Placed a total of 8 separate 'The Cougar' and 'CoogLife' ads promoting fraternity/sorority membership.

Strategic Initiative #3 – Planning and Assessment – CFSL will make a case for the value of fraternities and sororities through data-driven measures for success. Link to DSA Strategic Initiatives: 2b; Link to President's Vision & Priorities – Student Success

- a. Action Step #1- Review, redraft, and rebrand the mission and vision for the Center for Fraternity & Sorority Life.
Status: Completed. New mission was developed by CFSL staff and is listed within this report.

Strategic Initiative #4 – Educational Programming – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders. Link to DSA Strategic Initiatives: 1d, 2b; Link to President's Vision & Priorities – Student Success

- a. Action Step #1 – Achieve full implementation of a new Greek Programming Board responsible for student-driven programming.
Status: Completed. Fraternity/Sorority Program Board completed its first semester of operation in Fall 2015. In addition to providing additional community-wide programming, the FSPB has provided a venue for leaders from other councils to interact and develop Marquee programs for the FSPB, including:
 - It's All Greek to Me (Weeks of Welcome Program)
 - Greek 101 Educational Program
 - FSPB Holiday Bash
 - 60th Anniversary Mini-Celebration
- b. Action Step #2 – Identify and implement an internal funding system that supports access to conference and institute attendance for all council leaders.
Status: Deferred to FY16. Unfortunately, CFSL has not been able to identify funding sources that will directly support this. CFSL will continue to use its departmental budget, AFB, and council funds to support conference attendance. Additionally, the lack of development activities has delayed achievement of this goal.

Strategic Initiative #5 – Stakeholder Development – CFSL will establish relationships and build influence with advisors, faculty/staff, and university alumni to build both human and financial support for fraternities and sororities. Link to DSA Strategic Initiatives: 2b, 6c; Link to President's Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will create a regular schedule of development/advancement events and correspondences in collaboration with the Division of Student Affairs and Enrollment Services Director of Advancement.
Status: Yet to be started. This initiative has been stalled due to lack of a DSAES Development Officer.

- b. Action Step #2 – CFSL will develop shared resources that assist chapters and faculty/staff advisors in strengthening their relationships and mutual expectations. **Status: Completed. CFSL has developed a resource for both students and alumni advisors about how to integrate faculty/staff advisors into their current advising structure (attached as Appendix A, can also be seen at <http://www.uh.edu/cfsl/resources/>). CFSL has also increased our commitment to communications with faculty/staff advisors through our chapter coaching model. Chapter coaches reach out formally to each faculty/staff advisor once/semester.**

Strategic Initiative #6 – Fraternity & Sorority Housing – CFSL will partner with Student Housing and Residential Life to create a positive residential environment for fraternities and sororities. Link to DSA Strategic Initiatives: 4b; Link to President’s Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will create a regular schedule of Housing Corporation touchpoints and will re-center communication to focus on housing corporation officer engagement and development. **Status: Completed. Schedule and frequency of touchpoints has been decided. Housing corporations meet one per semester during the semester mid-point, and attendance has steadily increased at meetings, reaching a high of representation from 9 out of 15 chapters.**

Additional Objectives

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

1. Chapter Growth

The Center for Fraternity & Sorority Life officially chartered, created, and/or welcomed the following organizations on campus during FY2016:

- Alpha Kappa Alpha Sorority, Inc.
- Alpha Sigma Phi Fraternity
- Gamma Sigma Sigma National Service Sorority
- Omega Phi Gamma Fraternity

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. 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 2009. 1,545 total members marks the highest total membership in fraternities and sororities since the University has tracked membership.

	Total Enrollment	Undergraduate Enrollment	% Total Enrollment	% Undergraduate Enrollment	Total Members
Fall 2009	37,000	28,056	2.55%	3.36%	943
Fall 2010	38,752	29,378	2.75%	3.62%	1,064
Fall 2011	39,820	30,452	2.78%	3.64%	1,107
Fall 2012	40,747	31,367	3.05%	3.96%	1,242
Fall 2013	39,540	30,400	3.07%	3.99%	1,213
Fall 2014	40,914	31,722	3.40%	4.39%	1,393
Fall 2015	42,704	33,404	3.55%	4.53%	1,514
Spring 2016	NOT REPORTED				1,545

Academic Performance Data

The Center for Fraternity & Sorority Life tracks academic performance data for all fraternities and sororities through self-reported membership rosters.

	All-Greek GPA Average	All-Student Average	All-Men's Average	All-Women's Average	Chapters Above All-Men's/Women's/Student Average
Fall 2015	2.786	2.890	2.820	2.970	14
Spring 2016	2.875	2.910	2.840	2.990	19

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 FY2016, 42 chapters participated in the Fraternal Excellence Program in some way, compared to 29 chapters during FY2015. Participation in the Fraternal Excellence Program was made a 'Baseline Standard' within our fraternity/sorority community. Listed below are the total amount of excellence awards in each area across all participants that completed both narrative submissions and interviews. This data has assisted the CFSL staff in identifying which assessment areas require additional attention.

Excellence Area	Number of Excellence Award Winners in 2014-15	Number of Excellence Award Winners in 2013-14	Number of Excellence Award Winners in 2012-13
Intellectual Development	8	3	3
Leadership Development	3	1	3
Service and Citizenship	7	6	4
Brotherhood/Sisterhood	5	3	6
Ritual & Values	17	6	5
TOTAL	40	19	21

CFSL also tracks the extent to which groups achieved 'full completion' in each area, as defined by the submission of a narrative AND the completion of an interview in each area. A detailing of the number of full completions in each excellence area can be found below.

	2014-15	2013-14	2012-13
Intellectual Development	36	20	20
Leadership Development	36	22	24
Service and Citizenship	37	24	26
Brotherhood/Sisterhood	34	21	21
Ritual & Values	37	21	23

Baseline Standards

Baseline Standards are considered to be the minimum standards a chapter must meet to be considered to have met all standards and expectations for fraternities and sororities set through the Center for Fraternity & Sorority Life. Baseline Standards are listed below:

1. Uphold both university policy, student code of conduct, and state and federal laws.
2. Full and complete registration as a student organization.
3. Accurate and timely reporting of all Active and New Members.

- a. Final roster reporting for Fall on December 1st.
- b. Final roster reporting for Spring on April 15th.
4. Full participation in the Fraternal Excellence Program, UH's assessment and awards program specifically designed for fraternities and sororities.
5. Chapter participation in mandatory Center for Fraternity & Sorority Life programming listed below:
 - a. Fraternity/Sorority Presidents' Leadership Summit (August)

The Center for Fraternity & Sorority Life tracks both groups who are and aren't meeting these standards, and communication is sent to the chapter, their local advisorship, and their national representatives if they fail to meet those expectations.

For Fall 2015, 42 out of 45 groups achieved baseline standards.

For Spring 2016, 34 out of 45 groups achieved baseline standards.

Fraternity & Sorority Experience Survey (FSES)

In the Spring 2016 semester CFSL administered a community-wide survey to identify areas of strength and areas of opportunity as they were related to member experiences within fraternities and sororities. The survey received a 17.2% response rate (265 completed responses).

- CFSL reported a self-reported increase in satisfaction of the fraternity/sorority experience from 82% (2012) to 87% (2016).
- While friendship continues as a primary reason for joining, leadership development and personal development have emerged as primary reasons for joining in 2016.

Additional FY16 programs that CFSL sponsored can be found below with a listing of student participation.

1. Future Greek Leaders Academy, February 19-21, 2016 – 50 participants (Compared to 44 participants in FY2015).
2. Fraternity/Sorority President's Leadership Summit, August 12-13, 2016 – 60 participants (Compared to 46 participants in FY2015).

5. Please discuss any budget or organizational changes experienced since your last (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

CFSL ended the fiscal year with a small fund equity balance of \$125.18. This was primarily due to final costs from our Fraternity/Sorority Presidents' Leadership Summit coming in under the anticipated amount. As this is a program that occurs close to the end of the fiscal year (August 12-13, 2016), CFSL was not able to re-appropriate the small amount of funds left in our SFAC cost center.

6. Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services 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 strategic initiatives and action steps to be completed by the close of FY2018.

Strategic Initiative #1 – Center and Community Operations – CFSL will maximize effectiveness and efficiency in regards to Center and Community-specific practices, policies, and procedures. Link to DSA Strategic Initiatives: 4b, 4c; Link to President’s Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will merge ‘Baseline Standards’ within our Fraternal Excellence Program for a seamless standards program experience for students.
- b. Action Step #2 – CFSL will explore the use of electronic, web-based recruitment management programs for all councils who practice recruitment.

Strategic Initiative #2 – Planning and Assessment – CFSL will make a case for the value of fraternities and sororities through data-driven measures for success. Link to DSA Strategic Initiatives: 4a; Link to President’s Vision & Priorities – Student Success

- a. Action Step #1- CFSL will create more effective mechanisms for the reporting of service and philanthropy efforts by chapters.
- b. Action Step #2 – CFSL will incorporate community-wide fraternity/sorority goal achievement into semesterly fraternity/sorority reporting.
- c. Action Step #3 – CFSL will complete all outlying Greek Life Task Force recommendations.

Strategic Initiative #3 – Educational Programming – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders. Link to DSA Strategic Initiatives: 1d; Link to President’s Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will explore the expansion of fraternity/sorority leadership programming on campus through an on-campus leadership conference tailored for fraternity/sorority leaders.
- b. Action Step #2 – CFSL will enhance risk reduction and social responsibility through the development of required risk management programming specifically tailored for fraternity/sorority leaders.
- c. Action Step #3 – CFSL will formalize partnerships with UH Wellness and Equal Opportunity Services for increased programming related to Sexual Assault Prevention and Alcohol Abuse Prevention.

Strategic Initiative #4 – Stakeholder Development – CFSL will establish relationships and build influence with advisors, faculty/staff, and university alumni to build both human and financial support for fraternities and sororities. Link to DSA Strategic Initiatives: 2b,2d; Link to President’s Vision & Priorities – Student Success

- a. Action Step #1 – CFSL will fully form a Fraternity/Sorority Community Advisory Board designed to increase stakeholder interest and involvement within fraternities and sororities.
- b. Action Step #2 – CFSL will explore a special relationship with alumni advisors that includes increased training in response to an increased partnership with CFSL.

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 partners with the DSAES Advancement area to identify development and fundraising opportunities that can assist our center in meeting its needs. CFSL has a completed Case Statement to be shared with potential donors through the DSAES Advancement Area.

The Center for Fraternity and Sorority Life (CFSL) historically has and plans to continue to explore grants options from the following national organizations:

- Association of Fraternity/Sorority Advisors (AFA) for Conference Scholarships and Professional Development 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. This includes organization management, advisor education, and educational programming. 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. CSI and CFSL partner in many ways to best serve the needs of fraternities and sororities through a fraternity/sorority lens and a general student organization lens.



The support and engagement of a skilled faculty/staff advisor can dramatically increase the ability of a fraternity/sorority to achieve its goals and gain valuable perspective. Faculty and staff engagement outside of the classroom has proven to increase opportunities for student success and student learning.

An engaged faculty/staff advisor can serve any or all of the following important support roles:

- Assisting the chapter with strategies that promote academic success.
- Promoting intellectual dialog and conversation within the chapter surrounding important social, political, and economic topics
- Assisting the chapter in navigating and understanding university policies and procedures, and assist in planning complex events
- Provide perspective on effective strategies for leading your peers

Engaging your faculty/staff advisor takes both an intentional allocation of time and strategic effort. Use the tips below to strengthen your relationship with your faculty/staff advisor.

1. **Schedule a standing appointment on a regular basis with your faculty/staff advisor.** Meeting on a regular basis will help your faculty/staff advisor to learn more about you, your organization, and how they can contribute. While once a month is minimal, a meeting every other week can help to make sure you stay connected.
2. **Share your success/challenges/goals, both organizational and personal, with your faculty/staff advisor.** Faculty/staff advisors are there to support your organization, but also support you as an individual student and student leader. Feel free to use them as a sounding board for both your chapter's goals, but also your personal leadership and academic goals.
3. **Share the 'Sample Faculty/Staff Advisor Meeting Agenda' with your faculty/staff advisor.** This can be an effective way to start conversations about what you hope to accomplish, and how they might be able to assist you. You can find it on our 'Advisor Resources' at <http://www.uh.edu/cfsl/resources/>.
4. **Ask for their perspective.** While they may not be a member of your organization, they have had many personal and professional experiences that can assist you in your decision-making as a leader. Most often, having a perspective that exists outside of our organization can
5. **Schedule a meeting with your alumni advisor/alumni advisory team and your faculty/staff advisor.** Strong chapters have a seamless relationship between alumni advisors/advisory teams and faculty/staff advisors. Ensure that your faculty/staff advisor is in consistent interaction with your chapter's alumni advisory team, and is engaged in advisory team meetings.
6. **Invite them.** Many faculty/staff advisors may wonder where they fit in, or how they can become engaged. Inviting them to a chapter meeting, recruitment event, or educational program can allow other members to meet them and allow them to see the organization in action.



Questions? Comments? Ideas? Contact or visit the Center for Fraternity & Sorority Life
Student Center North, Room 101

cfsl@uh.edu

832-842-4955

General Meeting Notes:

1. How are you? (What's occurring with work, school, family, etc.)

2. Chapter Goals (What are you working to achieve?):

3. Chapter Obstacles (What's keeping you from getting there?):

4. Recent Chapter/Member Successes (What's happening that's working?):

5. Recent Chapter/Member Challenges (What's happening that's not working?):

6. What can I do to best support you?

7. What's coming down the pipeline (What do we need to be thinking about)?

8. Other Final Notes (Questions, upcoming events you can attend, etc.):

Action Items (Items to complete before next meeting):

[Action Item]	[Responsible Party]

Next Meeting: __/__/__ @ __:__ AM/PM