

CENTER FOR

FRATERNITY AND SORORITY LIFE



Student Fees Advisory Committee (SFAC) Presentation for FY 2018 - 2019

UNIVERSITY of
HOUSTON

CENTER for FRATERNITY & SORORITY LIFE

MISSION & VISION

Mission

The mission of the Center for Fraternity & Sorority Life is to enhance the fraternity/sorority member experience in order to elevate our Greek community.

Center and Community Operations

Advising and Coaching

Educational Programming

Assessment and Planning

Stakeholder Development

Fraternity/Sorority Housing

MISSION & VISION

Vision

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

CENTER OVERVIEW

- 101 Student Center North

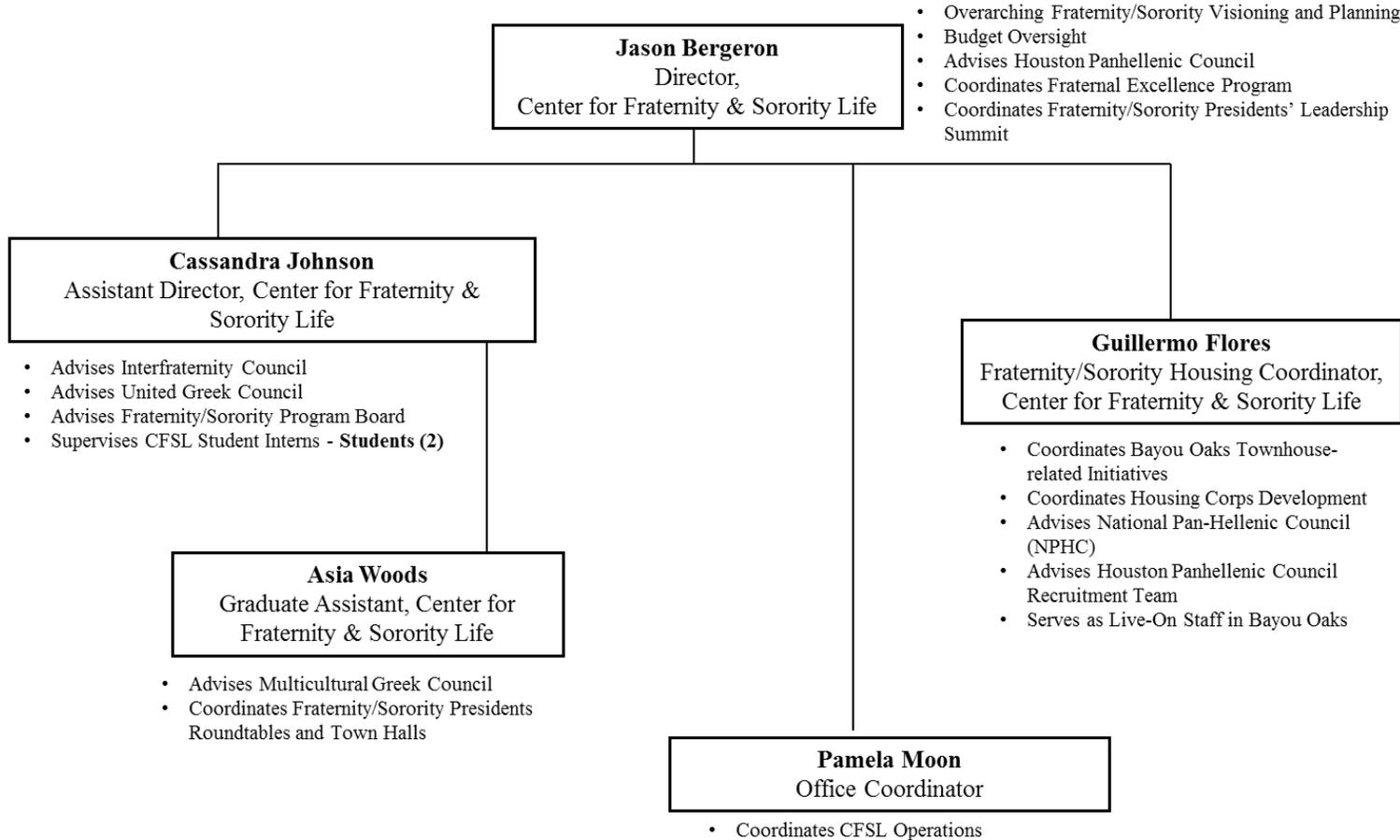
- Staff

- Director
- Assistant Director
- Fraternity/Sorority Housing Coordinator
- Office Coordinator
- Fraternity & Sorority Life Graduate Assistant
- Student Interns (2)

- Currently serving approximately 1500 students in 48 chapters and five governing councils



ORGANIZATIONAL CHART



WHAT WE DO IN CFSL – CFSL FOCUS AREAS

Center and Community Operations

- Management and reporting of all member information
- Coordination of community communication, collaborations, and policies/procedures

Advising and Coaching

- Council advising to 5 separate governing councils, coupled with chapter coaching and support to 48 separate chapters

Educational Programming

- Leadership Development, Social Responsibility Programming

Planning and Assessment

- Long-Range Planning and Community Goal-Setting

Stakeholder Development

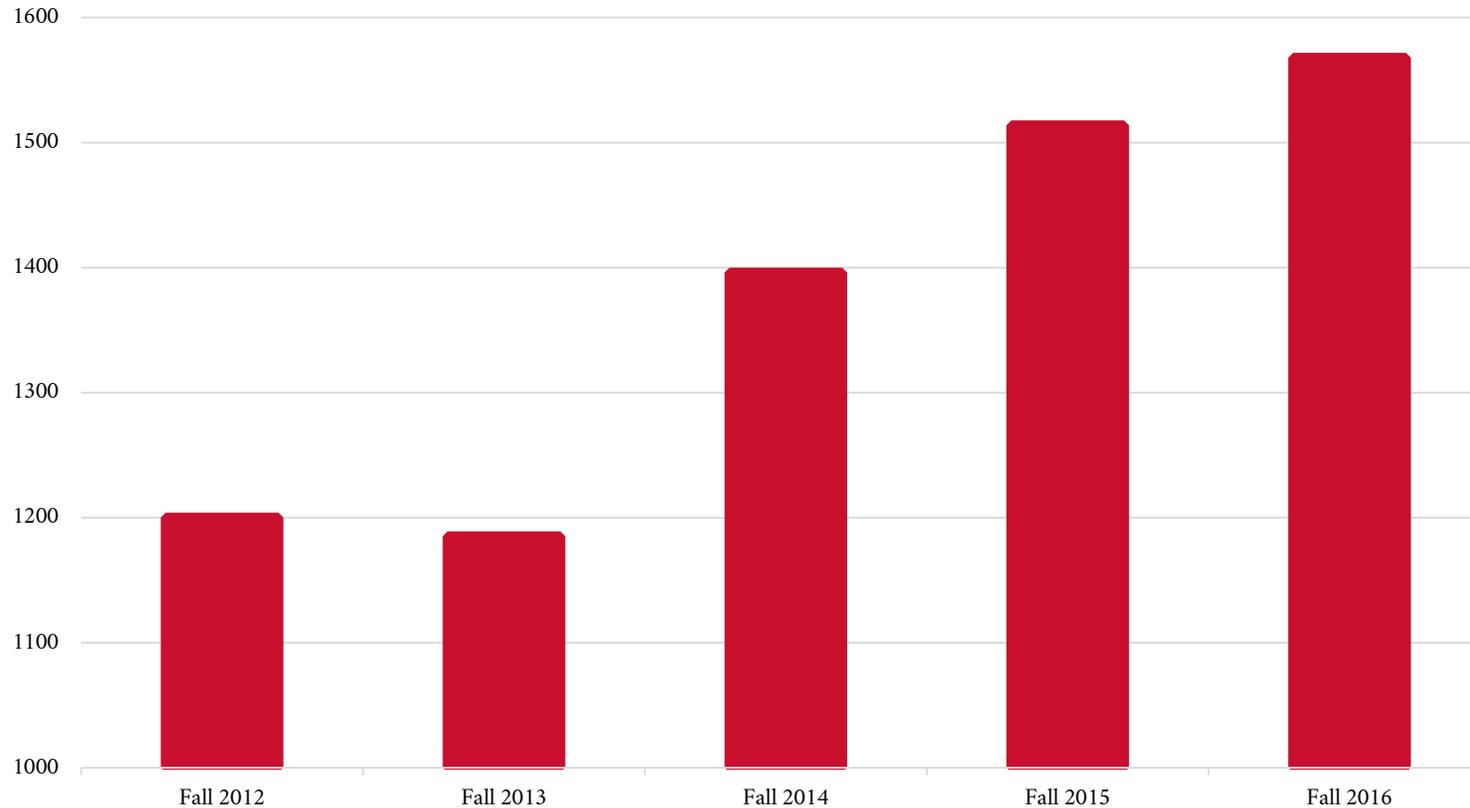
- Volunteer Advisor Cultivation
- Alumni Communication & Partnerships

Fraternity/Sorority Housing

- Bayou Oaks Management

FY2017 – CENTER & COMMUNITY OPERATIONS

Fraternity/Sorority Membership by Semester - Fall 2012 to Spring 2017



Continued increases in membership

1,568

Fall 2016 Membership

Highest membership on record

FY2017 – CENTER & COMMUNITY OPERATIONS

FEATURES



Fraternity & Sorority Life Monthly Update

Stay updated on what's occurring in our fraternity & sorority community through our Monthly Update

200+%

increase in Instagram social media reach (430 followers to 897 followers)

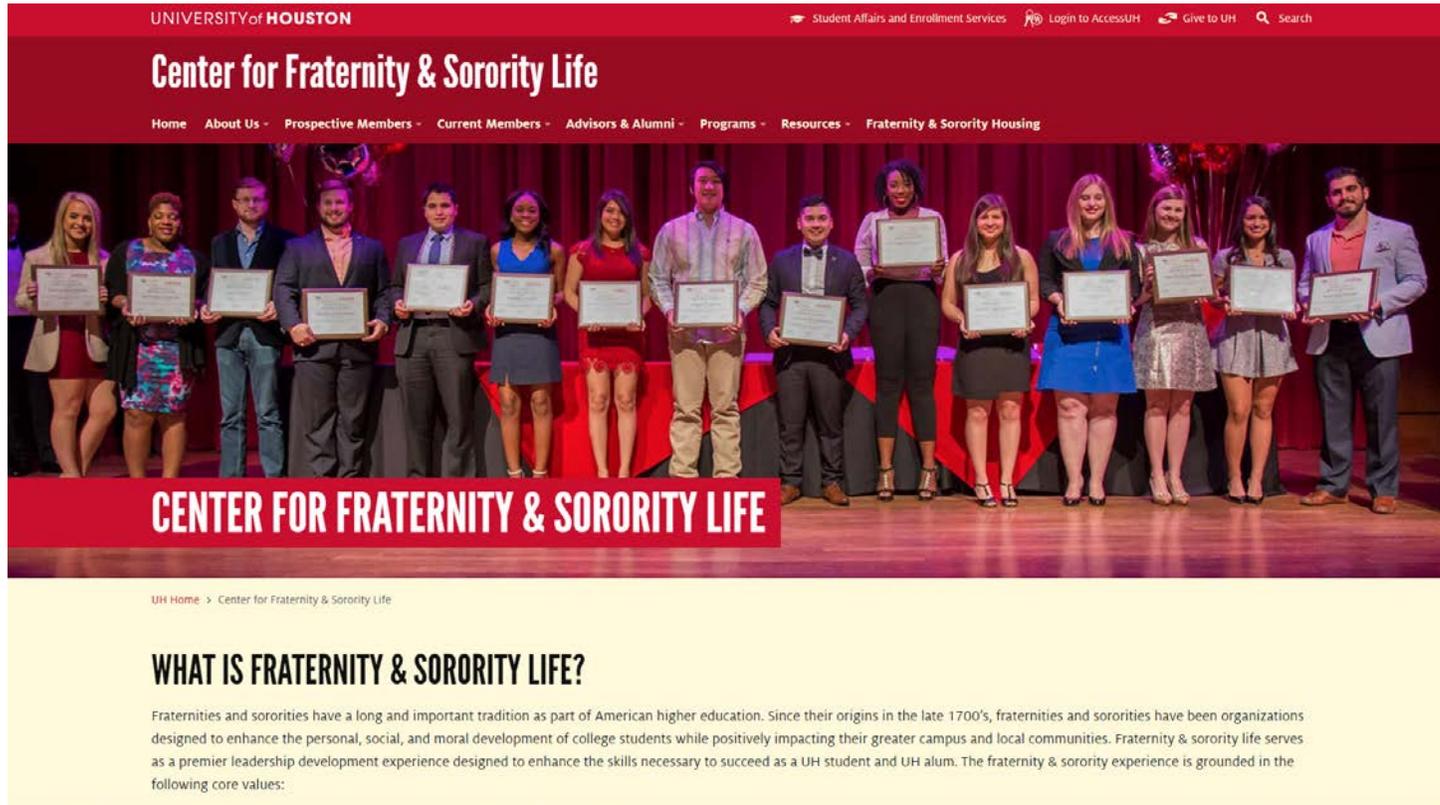
CFSL Monthly Update reaches 2,200 students, faculty, staff, & alumni with an 'open rate' of

27.7%

(Industry Average – 16.3%)



FY2017 – CENTER & COMMUNITY OPERATIONS



1

CFSL website redesign which provides brand alignment with UH brand and increases navigability

FY2017 – CENTER & COMMUNITY OPERATIONS



46

FEP Excellence Awards given in FY17

40 given in FY16

19 given in FY15

FY2017 - ADVISING & COACHING

78%

of fraternity/sorority chapter leaders met at least once/month with their 'chapter coach'

Since 2014, CFSL has utilized a 'chapter coach' model that provides a CFSL staff member as a direct 'chapter coach'. This approach allows the CFSL staff to:

- Be more attune to chapter issues and concerns;
- Promote 'advising across difference';
- Build talented staff that can effectively work in multiple fraternity/sorority environments.

FY2017 – EDUCATIONAL PROGRAMMING

268

attendees at CFSL-sponsored
educational programs

**‘Sexual Misconduct 101’
Educational Program**



**Fraternity/Sorority
Presidents’
Leadership Summit**

FY2017 – STAKEHOLDER DEVELOPMENT

- Increased partnerships with CDI, CSI, and LGBTQ for ‘Cultural Fiesta’ and ‘Live @ 5’ programs during Frontier Fiesta
- Increased partnership with ‘Cub Camp’ – Presenting and facilitating ‘free time’ for 2017 Cub Camp attendees
- Increased collaboration with CSI yielding more ‘non-traditional’ Fiesta pairings and Fiesta Step Show



Source: Gamma Rho Lambda @ UH

FY2017 – ASSESSMENT & PLANNING

5.83/7

Overall Satisfaction
Score

5.72/7

Overall Learning
Score

5.77/7

Overall Program
Effectiveness Score

These scores are aligned with our peer institutions and peer Carnegie Classification institutions

**Diverse Interactions
Interpersonal Relationship Skills**

Historically High-
Scoring Areas

6.11/7

To what degree would you recommend joining a
fraternity/sorority to a close friend?

FY2017 – FRATERNITY/SORORITY HOUSING



- Changed the timeline of the application and review process to allow for selections to be made earlier
- Created a '2-year review' process for organizations who are meeting/exceeding specific, pre-determined standards
- Created an option for 2nd-semester, first-year students to live in chapter townhomes if students & chapters are meeting/exceeding specific, pre-determined standards

FY2017 – ADDITIONAL ACCOMPLISHMENTS



Positive Media Coverage

Great Day Houston – August 9, 2017

Chapter Expansion

Organizations formally added during FY2017



ΩΨΦ
OMEGA PSI PHI

UNIT CHALLENGES

**Consistency in
access to financial
resources across
councils/chapters**

**Identification of
alumni beyond
chapter volunteers**

**Immersive nature
and needed level of
commitment**

**Chapter
participation in
greater FSL
community**

**Stereotypes and
national/local news
narratives**

**Scholastic
performance and
persistence/retention**

FY2017 FUND EQUITY

- Fund Equity of \$283
 - Simple timing and amount for payments kept CFSL from spending this remaining amount

\$408

Amount of money CFSL has returned to SFAC Fund Equity within the past 2 fiscal years (FY16 & FY17)

ONE-TIME & BASE REQUESTS

- **Since creation of CFSL in 2010...**
 - A 44% increase in fraternity/sorority membership.
 - Increases in the amount of students attending the Future Greek Leaders Academy, driving costs upward.
 - Establishment of the Fraternity/Sorority Presidents' Leadership Summit, beginning as a one-day on campus experience in August 2013 and growing to an overnight off-campus experience since August 2015.
 - Significant increase in the size and scope of the Fraternity/Sorority Night of Celebration Annual Awards Ceremony.
 - Dramatic increases in marketing and promotional items designed to increase fraternity/sorority membership.

FY2018 ONE-TIME & FY2019 BASE REQUEST

- **ELEVATE! Fraternal Leadership Conference**

- ELEVATE! is a one-day conference-style leadership experience for fraternity/sorority emerging and established leaders to be held on the University of Houston campus.
- Designed to increase chapter operational success through sessions including but not limited to membership recruitment, marketing and public relations, member accountability, etc.



- Total Cost
 - Keynote: \$2,000.00
 - Meals: \$2,000.00
 - Branding/Printing and Other Program Execution Costs: \$1,000.00
 - Program Marketing and Other Promotional Items: \$1,000.00
 - UH Administrative Charge \$360.00
 - **Total = \$6,360.00**

FY2019 ONE-TIME REQUEST



- Fraternity/Sorority Program Board Funding
 - Student-led group to provide educational, social, and cultural programming meeting the needs of fraternity/sorority members.
- Estimated funding costs:
 - FSPB Major All-Greek Educational Keynote Speaker: \$3,500.00
 - Funding for Fraternity/Sorority Awareness Week(end)/Greek Week: \$3,000.00
 - Officer funding for Greek Leadership Conference [2 attendees]: \$1,500.00
 - Additional funding for the following programmatic initiatives, including but not limited to: \$1,500.00
 - Greek-a-Palooza Weeks of Welcome Event
 - Greek 101 Educational Program
 - Promotional Items for FSPB Marketing: \$500.00
 - UH Administrative Charge \$600.00
 - **Total = \$10,600.00**

THANK YOU

