



CENTER FOR FRATERNITY & SORORITY LIFE

Program Questionnaire for FY 2019 - 2020

- 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.

FY2018 in Overview:

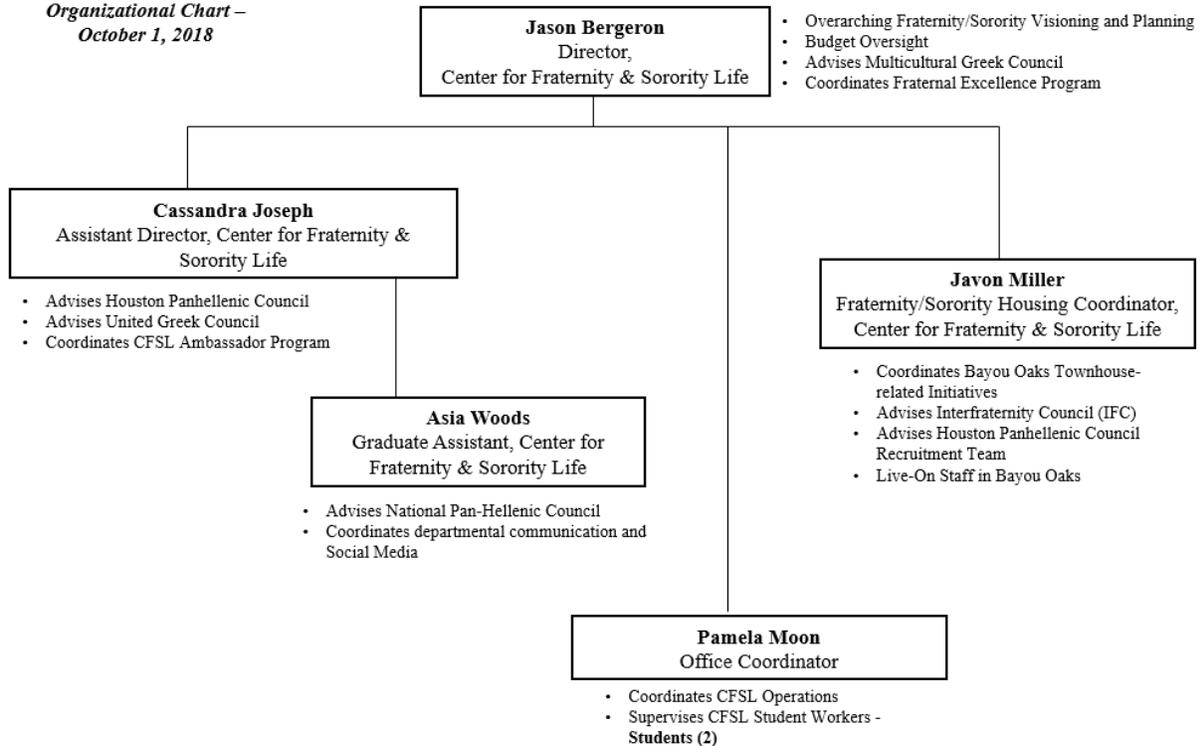
The Center for Fraternity and Sorority Life (CFSL) focuses primarily on the diverse needs of the fraternity and sorority community at the University of Houston. In FY2018, the center had three full-time exempt staff, one non-exempt staff member, and one graduate assistant who focus on advancing both student learning and operational effectiveness within Greek Life. Future goals and action items are tied directly to the six overarching areas for which the Center is directly responsible, as reflected in CFSL's mission statement. 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 best align the fraternity/sorority experience with University goals and Student Affairs and Enrollment Services values. Additionally, we will discuss new and evolving programs and initiatives in all areas. The center is requesting a one-time request for FY2020 to fund its ELEVATE Fraternal Leadership Conference. 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.

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, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

The current organizational chart for the Center for Fraternity & Sorority Life is found below.

*Center for Fraternity & Sorority Life
Organizational Chart –
October 1, 2018*



Additionally, CFSL advising staff rotate direct coordination of our flagship programs listed below on a yearly basis:

- Fraternity & Sorority Presidents’ Leadership Summit
- ELEVATE Fraternal Leadership Conference
- Fraternity/Sorority Night of Celebration
- Future Greek Leaders Academy

3. List your unit's strategic initiatives and action steps identified for the 2017-2018 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/dsaes/about/strategic_plan.html)

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

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 DSAES Strategic Initiatives: 4b, 4c; Link to UH Goals – Student Success

- a. Action Step #1 – CFSL will merge 'Baseline Standards' within our Fraternal Excellence Program for a seamless standards program experience for students.

Status: Partially accomplished

CFSL has completed a retooling of its Fraternal Excellence Program that has included the following:

- A review of the rubrics, taking it from 5 to 4 levels;
- The inclusion of new and/or relocated sub-areas within the 5 rubrics;
- The addition of 'Baseline Areas' within each of the values areas that better encapsulate a minimum acceptable standard for chapters, and;
- The re-naming of the Brotherhood/Sisterhood/Siblinghood to Meaningful Relationships

CFSL is in the process of communicating these revisions and will start using the Baseline Areas specifically for the 2019 version of the Fraternal Excellence Program.

- b. Action Step #2 – CFSL will explore the use of electronic, web-based recruitment management programs for all councils who practice recruitment.

Status: Completed

CFSL implemented Chapter Builder, an online platform to track continuous IFC recruitment. CFSL also reviewed and retooled its Membership Intake Process reporting for chapters who engage in membership intake. For the future years, the Interfraternity Council is exploring a more centrally-managed recruitment registration called Campus Director.

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 DSAES Strategic Initiatives: 4a; Link to UH Goals – Student Success

- a. Action Step #1- CFSL will create more effective mechanisms for the reporting of service and philanthropy efforts by chapters.

Status: Partially accomplished

CFSL has increased our commitment to working with chapters to use the GetInvolved service reporting mechanism. CFSL has a philanthropy reporting process separate from the service reporting, although it is dramatically underutilized by chapters. While there have been increases in the amount of service reported per community member (approximately 3 hrs./member/year in FY18, approximately 1.1/member/year in FY17), many groups are not using the GetInvolved system to track their members' service. A 'how-to' for service tracking has been added to the Fraternity/Sorority Leadership 101 sessions for chapter officers.

- b. Action Step #2 – CFSL will incorporate community-wide fraternity/sorority goal achievement into semesterly fraternity/sorority reporting.

Status: Partially accomplished

While CFSL has utilized the Presidents' Leadership Summit as its venue for the development of community-wide goals in both 2016 and 2017, a process for public reporting of those goals has not yet been developed. CFSL has explored the use of a public dashboard that assists in communicating achievement of fraternity/sorority community-wide goals, but has yet to bring those ideas to reality.

- c. Action Step #3 – CFSL will complete all outlying Greek Life Task Force recommendations.

Status: Partially accomplished

Outlying recommendations from the Greek Life Task Force report include the implementation of a Community Advisory Board. FY 2018 goals reference the planned implementation of a Community Advisory Board.

The Fraternity/Sorority Community Advisory Board still rests within the approval processes for the Division of Student Affairs and Enrollment Services. However, the foundation, structure, and membership has been identified and are awaiting final approval.

All other actions items have been accomplished.

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 DSAES Strategic Initiatives: 1d; Link to UH Goals – 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.

Status: Accomplished.

ELEVATE Fraternal Leadership Conference occurred on November 18, 2018 with 97 attendees. Feedback for the event was overall strongly positive, as can be seen from the post-conference survey through Baseline.

1. The 'Net Promoter' Score for the Conference was 72. Net Promoter is defined as the extent to which someone would recommend to a friend or colleague on a 10-pt scale (% 9-10's - % 6-1's). 70+ is considered 'world class'.
 2. Average score of 'was Elevate an appropriate use of my time?' (1-10 scale) = 8.86
- 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.

Status: Accomplished

CFSL hosted two separate but connected required hazing prevention program on November 8, 2017.

- 'The Five Great Hazing Myths' - Required for chapter executive boards – 185 attendees
- Special session for New Member Educators and Chapter Presidents – 103 attendees

CFSL will continue to think through risk management programming through partnerships with other departments, as communicated in Action Step #3.

CFSL has included brief education on hazing and alcohol policies within its Fraternity/Sorority Leadership 101 sessions, of which officers from 47 out of 48 organizations completed during FY18. CFSL will continue to explore stronger risk management and social responsibility education and certification.

- 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.

Status: In Progress

CFSL continues to have strong relationships with both EOS and UH Wellness. Those relationships have unfortunately not been transitioned into formal partnerships for educational programming. This action item will continue into the FY19 year.

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 DSAES Strategic Initiatives: 2b,2d; Link to UH Goals – 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.

Status: In Progress

CFSL has built the structure, purpose, and expectations for the group. This spring CFSL will select members and host the first meeting of the group, with an expected date of completion of October 2018.

- 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.

Status: In Progress

CFSL has completed a portion of this goal in the implementation of both conduct and academic waivers through all member reporting (part of an increased benefit for advisors who meet specific educational milestones). CFSL has yet to identify the mechanism through which it will provide that advisor training and education. CFSL continues to work hard as well to build advisory teams for chapters that have minimal or distant advising. Estimated date to have an articulated plan in December 2018.

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 back the following organizations on campus during FY2018:

- Beta Theta Pi 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. If available, please provide program benchmarking data from comparable institutions.

	FY14	FY15	FY16	FY17	FY18
Operations					
Total Chapters	44	43	47	48	48
Total Members	1210	1393	1514	1568	1532

Academic Performance					
Average Undergraduate Student GPA	2.880	2.880	2.890	2.920	2.956
Average Undergraduate Greek GPA	2.741	2.820	2.786	2.880	2.878
Difference	(0.139)	(0.060)	(0.104)	(0.040)	(0.078)
% of Chapters Above All-Men's/Women's/Student GPA	27%	33%	30%	29%	38%

Flagship Program Attendance					
Fraternity & Sorority Presidents' Leadership Summit	35	46	60	50	49
ELEVATE Fraternal Leadership Conference	**	**	**	**	97
--NetPromoter Score	**	**	**	**	72
Future Greek Leaders Academy	**	44	50	55	49
Fraternity/Sorority Night of Celebration	242	215	275	254	235
Greek-a-Palooza	**	**	220	**	355

Fraternal Excellence Program					
<u>Total Excellence Awards Given</u>	<u>21</u>	<u>19</u>	<u>40</u>	<u>46</u>	<u>44</u>
--Intellectual Development	3	3	8	6	6
--Leadership Development	3	1	3	9	5
--Service & Citizenship	4	6	7	8	9
--Bro/Sis/Siblinghood	6	3	5	7	9
--Ritual and Values	5	6	17	16	15

EBI/SkyFactor Benchmarking Survey					
Overall Satisfaction	**	6.10	**	5.83	**
Overall Learning	**	5.97	**	5.72	**
Overall Effectiveness	**	6.02	**	5.77	**

Social Media/Communications Influence					
Instagram Followers	**	**	**	**	1023
Twitter Followers	**	**	**	**	1309
MailChimp 'Monthly Update' Unique Subscribers	**	**	2039	2270	2808
MailChimp 'Monthly Update' Max Open Rate	**	**	50.70%	39.90%	24.60%

CFSL uses the following effectiveness measures on an annual and/or semester basis.

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. While dipping slightly from Fall 2016 to Fall 2017, fraternity/sorority membership remained above 1,500 active and new members.

Academic Performance Data

The Center for Fraternity & Sorority Life tracks academic performance data for all fraternities and sororities through self-reported membership rosters. Academic performance has continued to be an area of opportunity for the Greek community, as historically approximately 25-30% achieve a GPA at or above their all/men's/women's/student average. Complete reports can be found on the CFSL website at <http://www.uh.edu/cfsl/resources/reports/>. FY2018 saw increases in the percentage of chapters achieving a term GPA above their respective all-men's/women's/student average, reaching 38%.

Flagship Program Attendance

CFSL measures program attendance in part by increases in attendance at CFSL-sponsored meetings, programs, and events. Specifically, CFSL tracks and strives to increase attendance at the following flagship CFSL programs. Also, important metrics that CFSL uses for program success are included beyond participation numbers:

- ELEVATE Fraternal Leadership Conference – October 2017
 - NetPromoter Score: Net Promoter is defined as the extent to which someone would recommend to a friend or colleague on a 10-pt scale (% 9-10's - % 6-1's). 70+ is considered 'world class'.
- Fraternity/Sorority Night of Celebration – February 2018
- Future Greek Leaders Academy – March 2018
- Fraternity & Sorority Presidents' Leadership Summit – August 2018
- Greek-a-Palooza – August 2018

Fraternal Excellence Program

The Fraternal Excellence program is the University of Houston's assessment and awards programs designed specifically for fraternities and sororities and has been in existence since 2011. 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. Excellence awards are given to chapters considered to be excelling in any and/or all of the specific evaluation areas. This data assists the CFSL staff in identifying which areas the Greek community is excelling and which areas require additional attention.

SkyFactor Fraternity & Sorority Educational Benchmarking Survey

Every other year, CFSL administers an educational benchmarking survey to identify areas of strength and areas of opportunity as they are related to national standards and peer institutions. Measures are communicated on a scale from 1 to 7, with scores above 5.50 considered to be operating at a strong level. This instrument provides CFSL with meaningful data about our effectiveness as a fraternity/sorority community and focused areas in which we can target efforts to increase overall effectiveness.

Social Media/Communications Influence

CFSL regularly tracks and measures its communication impact through both social and digital media:

- Instagram Followers
- Twitter Followers
- MailChimp 'Monthly Update' Newsletter Subscriber Count
- MailChimp 'Monthly Update' Newsletter Maximum Open Rate for Fiscal Year

Assessment Initiatives

Each year, CFSL engages in specific assessment initiatives designed to capture specific information and/or answer specific questions about the effectiveness of CFSL programs and initiatives. Listed below for the specific assessment initiatives for FY2018.

- **Assessment Initiative: Continued Fraternity/Sorority Retention & Graduation Study**
 - **Learning Outcome/Assessment Activity Description:** CFSL intended to explore the correlation between fraternity/sorority membership (specifically sub-populations within FSL (race, gender, governing council affiliation [IFC, PanHellenic, NPHC, etc.]), year to year retention, and graduation.
 - **Purpose of Assessment Activity:** CFSL hoped to determine if specific sub-populations (race, gender, governing council affiliation [IFC, Panhellenic, NPHC, etc.]) and/or specific student characteristics are more positively/negatively correlated with increased likelihood of retention and graduation
 - **Results:** Historically, CFSL (in partnership with DSAES Assessment and Planning) has provided a large dataset of members each Fall, of which those in the FTIC cohort are identified and then tracked across their experience. This approach, while allowing for comparison to university averages, has elevated some current challenges in our approach, as it overwhelmingly captures Interfraternity and Panhellenic members who often join in their first semester. This approach didn't allow us to better stratify the sample to explore any correlations between students in culturally-based organizations and persistence/retention.
 - **Action(s) to be taken as a result of the activity:** For the purposes of analyzing the correlation between fraternity/sorority membership and retention, CFSL will make the following adjustments in order to better adjust reporting:
 - In addition to providing a mass listing of F/S members to Assessment and Planning each fall, CFSL will also identify any student that joined in that semester who has 60 or less credit hours (freshman and sophomore standing). This will allow CFSL to compare both the FTIC cohort to the university data, but also allow them to broaden their dataset to explore any student who joins a fraternity/sorority as either a freshman or sophomore.
- **Assessment Initiative: Fraternity/Sorority Community Advisory Board Benchmarking/Implementation**
 - **Learning Outcome/Assessment Activity Description:** CFSL intended to increase the ease of creation and the overall effectiveness of the upcoming Fraternity/Sorority Community Advisory Board.
 - **Purpose of Assessment Activity:** CFSL hoped to identify best practices in advisory board creation and maintenance for primarily fraternity/sorority life, but also other student involvement and special populations support.
 - **Results:** As many institutions do not have a specific FSL advisory board, the following institutions were studied due to the fact that they have advisory boards - Institutions studied: University of Missouri, Elon University, Cornell University, University of Illinois Chicago

- Emergent themes regarding size: Sizes ranged dramatically from low teens from UIC and Elon to high 20's/30's. Mizzou's advisory board was significantly large with 28 members, and Cornell's even large with 30+ members.
 - Emergent themes regarding membership: The only theme that arose was multi-disciplinarity and heavy alumni presence. Excluding Mizzou, council presidents sat on their respective advisory boards. Alumni were well represented across all advisory boards. Cornell's included University trustees (a strategy I imagine is unique to Cornell). Excluding UIC, all had diverse representation of staff, students, and heavy alumni. All reported up through the Division's chief student affairs officer, with additional reporting to the senior fraternity/sorority professional. Mizzou's emerged as the only one to include national leaders (i.e. AFA Executive Director) in their membership.
 - Emergent themes regarding scope: Common themes were advising (not approval), often specific to strategic direction and policy development. Cornell specifically referenced its use as an effort to engage F/S alumni in the overall Greek success on campus. Advocacy, advising, and engagement were the primary themes. No advisory board mentioned their scope was disciplinary in nature.
 - Emergent themes regarding history: Cornell identified a long-standing history with their F/S advisory board, with substantial history behind Elon's and UIC's. Mizzou identified the development of the board primarily as a result to engage multiple stakeholders after a tumultuous time. All grew out of a desire to engage alumni in assisting both with strategic direction but also with problem-solving around high-risk behaviors.
 - Emergent themes regarding engagement: All communicated that they have a strong relationship with their alumni affairs arm. Mizzou and Cornell articulated models to engage from a distance (primarily due to their size and rurality).
 - **Action(s) to be taken as a result of the activity:** As CFSL is in the process of forming its Fraternity/Sorority Community Advisory Board, it will explore the following things during both creation year and future years:
 - As the board grows, developing a model for engagement from a distance.
 - The current board development does not have a strong influence from alumni affairs, and previous efforts to engage alumni affairs have not been executed well due to lack of overall strategy behind alumni affairs. CFSL will think strategically about how to involve alumni affairs more intentionally.
 - CFSL will continue to explore the multi-disciplinarity of the board, and if the current representation is both reflective of the FSL community and the greater UH community.
- **Assessment Initiative: Fall Post-Recruitment Survey**
 - **Learning Outcome/Assessment Activity Description: CFSL intended to evaluate** formal recruitment periods specifically for Interfraternity and

Panhellenic communities CFSL staff will identify the reasons that students choose not to affiliate with fraternities and sororities.

- **Purpose of Assessment Activity:** CFSL studied students who registered but did not join to collect:
 - Their perceptions about their recruitment experience
 - The gap between their perceived needs and current offerings within Greek Life
 - Reasons for not affiliating, or choosing not to affiliate
- **Results:** The following data points were impactful within the survey:
 - 43% of women heard about sorority membership/recruitment through friends/word of mouth
 - 43% of women withdrew from the recruitment process after Philanthropy Round (Round 2), followed by 30% of women who registered but failed to attend any events.
 - 53% of women withdrew when they were not asked back to their chapter(s) of choice.
 - Following data point represents a 10-pt scale from the following question: How likely is it that you would recommend participating in Panhellenic Sorority Recruitment to a friend?
 - Net Promoter Score was calculated as 23.33 (% of 10's and 9's) - 41 (% of scores 6-1) = -17.67 .
 - Approximately 50% of women who withdrew from recruitment are first-generation college students.
- **Action(s) to be taken as a result of the activity:** CFSL worked with Houston Panhellenic Council to identify strategies to increase how women (both current sorority women and participants) identify overall with the Panhellenic Community. As women are not getting their chapter of choice, they don't see being in the sorority community as an attractive option and are more likely to self-select out.

- 5. Please discuss any budget or organizational changes experienced since your last (FY2019) 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.**

CFSL has continued to expand its educational programming efforts based upon growing need. ELEVATE Fraternal Leadership Conference has provided almost 100 fraternity/sorority members with on-campus leadership development, while additional speakers brought in intentionally and in partnership with other departments have assisted the FSL community in addressing specific educational needs. While these initiatives have been identified as a need by DSAES leadership, they have not been funded through SFAC, causing CFSL to further restrict spending on multiple flagship programs. CFSL has failed to operate with even a marginal surplus of maintenance and operations funds for the last three fiscal years.

- 6. If your unit concluded FY2018 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

The Center for Fraternity & Sorority Life concluded FY2018 with a Fund 3 addition to Fund Equity of \$15,634. The entirety of this amount is due to salary and benefits savings from the following two staff members:

- Guillermo Flores vacated his position as the Fraternity/Sorority Housing Coordinator on June 18, 2018. His position remained vacant for the remainder of FY2018 until it was filled by Javon Miller on September 10, 2018. His unpaid salary and benefits were returned to Fund Equity.
- Asia Woods took a leave of absence from her position as the CFSL Graduate Assistant from May 18, 2018 to August 7, 2018 to participate in a summer internship at the University of North Carolina at Charlotte. This is a common practice for master's students studying higher education and student affairs. Her unused stipend for her leave of absence was returned to Fund Equity.

Outside of lapsed salary, CFSL returned no additional funds to Fund Equity for FY2018.

- 7. Please list your 2019-2020 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 FY2020. Priority order for action steps is listed immediately after said action step. All strategic initiatives are grounded in the six core areas of the Center for Fraternity & Sorority Life.

Strategic Initiative #1 – Center and Community Operations - CFSL will maximize effectiveness and efficiency in regards to Center and Community-specific practices, policies, and procedures.

- a. Action Step #1 – CFSL will implement strategies designed to increase foot traffic into the Center for Fraternity & Sorority Life, specifically by non-council and non-chapter officers. [DSAES Strategic Initiatives – 1a; UH Strategic Goals – Student Success].
- b. Action Step #2 - CFSL will review and, if needed, revise membership intake procedures and education to increase accurate and timely intake reporting. [DSAES Strategic Initiatives – 3a; UH Strategic Goals – Student Success].

Strategic Initiative #2 – Educational Programming – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders.

- a. Action Step #1 – CFSL will actively work with council leadership, CFSL ambassadors, and appropriate departments to expand campus and community-wide programming for both National Hazing Prevention Week (September 2019) and Sexual Assault Awareness Month (April 2020). [DSAES Strategic Initiatives – 1a, 1c; UH Strategic Goals – Student Success].

Strategic Initiative #3 – Planning and Assessment – CFSL will make a case for the value of fraternities and sororities through data-driven measures for success.

- a. Action Step #1- CFSL will deliver a fully completed fraternity/sorority community strategic plan focusing on CFSL and council-based action items. [DSAES Strategic Initiatives – 1d, 3c; UH Strategic Goals – Student Success].
- b. Action Step #2 – CFSL will develop a ‘making the case’ document to share with university faculty, staff, students, and alumni communicating the empirical impact of fraternities and sororities on campus. [DSAES Strategic Initiatives – 1d; UH Strategic Goals – Student Success, National Competitiveness]

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.

- a. CFSL will work with DSAES Advancement, DSAES Communications, and Alumni Affairs to generate alumni affinity and interest for fraternity/sorority specific development events during Homecoming 2019 and Frontier Fiesta 2020. [DSAES Strategic Initiatives – 3b, 4e; UH Strategic Goals – Student Success, National Competitiveness].

Strategic Initiative #5 – Fraternity & Sorority Housing – CFSL will partner with Student Housing and Residential Life to create a positive residential environment for fraternities and sororities.

- a. Action Step #1 – CFSL will work to align Bayou Oaks social and alcohol policies with upcoming national health and safety standards surrounding alcohol consumption and distribution, specifically in the removal of hard alcohol from fraternity/sorority homes. [DSAES Strategic Initiatives – 1c; UH Strategic Goals – Student Success, National Competitiveness].
- b. Action Step #2 – CFSL will increase opportunities for non-CFSL and non-Housing university faculty & staff to visit and engage with fraternity/sorority townhomes at Bayou Oaks. [DSAES Strategic Initiatives – 4a, 4b, 4e; UH Strategic Goals – Student Success].

8. Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

CFSL is a fully fee-funded operation, including all salary and benefits and maintenance and operations. As CFSL is unable to reduce salary and benefits dollars, all reductions would come from maintenance and operations, including programming dollars. A 5% reduction for FY2020 would equal \$17,935. Listed below is a line-item explanation of where cuts would be made, in addition to the challenges presented in navigating those cuts.

Cost Reduction	Description	Amount Reduction	Challenge
Travel [CFSL Staff Professional Development]	Decreasing budgeted funds for CFSL staff-related professional development	\$2500	CFSL staff are expected to have expertise in all aspects of fraternity/sorority operations including housing, risk management, membership recruitment, diversity and inclusion, and so forth. Professional development allows the staff to gain that expertise.
Travel [Fraternity/Sorority Presidents' Leadership Summit]	Conducting the 2-day retreat for chapter leaders on campus	\$7500	Leaving campus for this experience allows for increased relationship-building and increased focus and commitment by participants. Hosting the program on campus would make it difficult to achieve the necessary outcomes.
Advertising [Marketing and Promotions for Fraternity/Sorority Life]	Decreasing the amount of design, print materials, and digital materials designed to promote the fraternity/sorority experience.	\$4000	Decreasing printed and digital marketing materials would increase the difficulty of selling the fraternity/sorority experience and increasing the amount of students involved in Greek Life.
Programs/Events [Fraternity/Sorority Night of Celebration]	Decreasing costs for food and awards hardware for Fraternity/Sorority Night of Celebration	\$2500	The Fraternity/Sorority Night of Celebration has generated a reputation as a flagship, well-orchestrated event to showcase the accomplishments of the Greek community. Decreasing the budget for this event would increase the difficulty in

			recognizing high achievement and establishing a culture of excellence.
Programs/Events [Multiple Programs]	Decreasing of t-shirts and other promotional items for CFSL-sponsored programs	\$1500	CFSL has worked diligently to brand specific fraternity/sorority programs, in addition to branding the overall experience, and this would decrease the ability to continue to promote CFSL programs and the overall fraternity/sorority experience.
TOTAL		\$18,000	

9. 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

The Center for Fraternity & Sorority Life does collect funds from chapters registering social events within Bayou Oaks for the purposes of funding security officers, but CFSL serves as a pass-through and accountability mechanism for payment in that regard.

The Center for Fraternity & Sorority Life has generated a small amount of revenue through sponsorships for its Greek-a-Palooza Weeks of Welcome program. These dollars are expected to assist in funding additional programmatic efforts sponsored either by CFSL or the CFSL Ambassadors.

10. 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.

Additionally, multiple other campus departments offer programming designed to benefit members of fraternities and sororities that is also done in part by CFSL (Women and Gender Resource Center, UH Wellness, Center for Student Involvement). CFSL both engages these departments in ensuring Greeks are supporting their efforts while also providing educational programs that address the specific context of leading and managing risk within fraternities and sororities.