

# UNIVERSITY of HOUSTON

CENTER for FRATERNITY & SORORITY LIFE



## One Time Funding Request for FY 2020 - 2021

Elevate Fraternal Leadership Conference

**The Center for Fraternity & Sorority Life**  
**Student Fees Advisory Committee**  
**SSF Request for FY2021**  
**One-Time Request**

The Center for Fraternity & Sorority Life (CFSL) is requesting a FY2020 base augmentation or one-time funding request of \$5,830 to fund the ELEVATE! Fraternal Leadership Conference for FY2020. ELEVATE! is a one-day conference-style leadership experience for fraternity/sorority emerging and established leaders held on the University of Houston campus. The inaugural ELEVATE! conference occurred on Saturday, November 18, 2017 in the Student Center and achieved multiple success markers. Through ELEVATE!, fraternity/sorority leaders attend conference sessions designed to facilitate skill-building including, but not limited to, the following topic areas:

- Membership Recruitment
- Member Development and Member Accountability
- Marketing and Public Relations
- Diversity and Inclusion within your Chapter
- Creating and Facilitating Leadership Development
- Strategic Planning for your Chapter

The mission of the Center for Fraternity & Sorority Life is to ‘enhance the fraternity/sorority member experience in order to elevate our Greek community’. The creation of ELEVATE! helps to support this mission by doing the following:

- Enhance the individual membership experience by providing practical, skill-based education for fraternity/sorority leaders by university faculty, staff, and off-campus partners who are experts in their respective content areas;
- Increase the access to member education on campus;
- Elevate the commitment to leadership education by members of the Greek community.

The Center for Fraternity & Sorority Life was created as a stand-alone department in August 2010. It is important to note that, since that time, the Center for Fraternity & Sorority Life has received no increases in programming dollars since its creation as an office in Fall 2010. Excluding SFAC base augmentation requests for increased staffing, marketing, and strategic planning efforts, CFSL has received no base increases in SFAC dollars to support the increases in programming. Since the creation and initial establishment of the first budget for CFSL, there has been a significant increase in the amount of programs and services offered to members of fraternities and sororities including:

- 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.

- A 40% increase in fraternity/sorority membership since the establishment of CFSL in Fall 2010.

In ELEVATE!'s inaugural years (2017 & 2018), the following important markers have been achieved, as listed below:

- In 2017, even after a complete rescheduling of the conference due to Hurricane Harvey schedule changes, CFSL registered 125 fraternity/sorority members, with 97 being in attendance. Total, over 140 students have been served through ELEVATE!.
- Each year, 12 separate educational sessions and one keynote address were provided, surrounding topics including but not limited to: communicating mission and values through social media, engaging alumni stakeholders, long-range planning in fraternities/sororities, building strong service and leadership programs, fundraising, and strengthening accountability processes.
- Presenters have represented multiple organizations both on and off campus including the UH Division of Student Affairs and Enrollment Services, Texas A&M University, the North-American Interfraternity Conference, Beta Theta Pi Fraternity, and Delta Upsilon International Fraternity.
- Feedback for the event has been overall strongly positive. The 'Net Promoter' Score for the Conference was '72' in 2017 and '78' in 2018, signifying high satisfaction rates for attendees [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'].

It is also important to note that, while many [inter]national fraternities and sororities on campus have leadership development programs, those often come at a cost to members, including registration costs and travel costs. Additionally, they are often only for organizational officers, and not often made available to general members or those seeking leadership roles.

At the University of Houston, we celebrate the diversity of our fraternity & sorority community. Additionally, many young, culturally-based organizations have established chapters at UH early on in their organizational history. This also means that these organizations, due to their youth and their minimal resources, rely heavily on campus programs and campus support to educate and develop their members. For the University of Houston, 10+ fraternities and sororities who call UH home were nationally founded less than 30 years ago, meaning that they are still continuing to gather the resources necessary to provide this type of programming to their members.

The total estimated cost for funding ELEVATE! is as follows:

ELEVATE! Opening Keynote:	\$1,000.00
Breakfast & Lunch	\$2,500.00
Branding/Printing, and Other Program Execution Costs	\$1,000.00
Program Giveaways and Other Promotional Items:	\$1,000.00
UH Administrative Charge	\$330.00

**Total =**

**\$5,830.00**