

Description of the Program:

Fraternity & Sorority Life has been a part of the Drexel University experience since 1900. Today's program supports approximately 1,300 undergraduate students and 11,000 fraternity and sorority alumni members. The primary role of our program is to connect students and alumni to the University through the engineering of a safe, meaningful, and supportive fraternity/sorority experience.

Stakeholders ("Who is affected"):

A stakeholder is a person, group of people or entity that is either affected by or affects your department. In this section, identify the major stakeholders in your area, their expectations, your desired collaboration, the level of importance of each stakeholder and your analysis of your ability to engage their expectations.

Undergraduate Members

Fraternity & Sorority Life offers programming, support, advice and other resources to the undergraduate members of its organizations. It offers a deeper connection to the University and a sense of community throughout the undergraduate experience.

Alumni/Advisors

Fraternity & sorority alumni look to Fraternity and Sorority Life to engineer a thriving environment for their organizations and aid in the facilitation of their individual connections to the University. FSL serves as a main point of contact for these alumni and helps to connect them to what is taking place on campus. Alumni expect consistent communication, support and involvement in decision making for the community as a whole and their individual organizations.

University Housing

University Housing is a collaborating partner crucial to the success of FSL. With over half of our fraternities housing a percentage of their members in university-owned and operated facilities, chapter facilities contribute to the sense of community and pride within the FSL system. Fraternity & Sorority Life collaborates to make sure these facilities are safe and secure for their residents and that appropriate policies are being enforced.

Public Safety & Student Conduct and Community Standards

Public Safety and the Office of Student Conduct and Community Standards are collaborating partners crucial to the success of FSL. Both of these entities expect that FSL staff is active in the risk management, crisis management and conduct processes involving fraternities and sororities.

Budgets and Finance

Fraternity & Sorority Life maintains significant budget responsibilities. It is the expectation of the fiscal officers at the university that the department follows all financial protocol and submits paperwork in a timely and complete manner. FSL oversees over 75 student agency and fundraising accounts. Our area is the first point of contact for many of our undergraduate and alumni constituents navigating the financial and giving processes at Drexel University.

Residential Living Office

With most of University first-year students residing on-campus in residence halls, RLO will interact on a regular basis with fraternity and sorority new members and will handle most safety and conduct issues related to these students. Fraternity and sorority living communities contribute to the residential living experience and help keep upperclassmen student members in on-campus housing options, creating a more diverse residential community across class levels. Additionally, leadership development within fraternity and sorority life prepares students to take on roles in the Residential Living staff, such as Resident Assistants. Collaboration in programming is also expected.

Alumni Relations

Fraternity and Sorority Life offers Alumni Relations a direct link to those alumni affiliated with fraternal organizations. Through support during their undergraduate years, Fraternity and Sorority Life helps to create a connection to the University that extends beyond graduation. Alumni Relations offers opportunities and resources necessary to bring alumni to campus. They expect Fraternity & Sorority Life to encourage involvement in their events.

National/International Fraternity/Sorority Staff

Fraternity & Sorority Life works collaboratively with all national organization staff to ensure chapters are reaching required expectations from the University and the National/International organization. There is an expectation for prompt communication and University support for their chapters.

Office of Campus Engagement Staff

Collaborative programming between Fraternity & Sorority life and other areas of Campus Engagement is expected. Support for the others' planned programs is necessary for the success of the department. It is expected that Fraternity & Sorority Life will be present at events meant to engage students in the University and Student Life.

All Undergraduate Students

Fraternity & Sorority Life provides campus-wide programming available for the greater student population with the intent of creating a more educated and successful student population.

Faculty

Fraternity & Sorority Life supports the academic goals of university departments and faculty and encourages members to excel academically first and foremost. Faculty may also serve as chapter advisors and assist with various programming put on by chapters related to their field of expertise.

Parents & Families

Fraternity & Sorority Life is the key contact for parents and any concerns they have related to their child and his/her involvement in fraternity and sorority life. Parents and families expect that Fraternity & Sorority Life will provide supervision in order to keep their children safe while involved in fraternity and sororities activities.

Office of Civic Engagement

Fraternity and Sorority Life provides the largest number of community service hours of any other organization on campus and offers countless opportunities for student to become engaged in service to the community. Fraternity & Sorority Life documents the service being done by its organizations to be included with those statistics compiled by

the Office of Civic Engagement. This office also provides assistance to fraternal organizations in finding and planning service opportunities for their members.

Institutional Advancement

Fraternity & Sorority Life offers a direct line to alumni donors from fraternal organizations and encourages alumni giving not just to their undergraduate chapter but to the University as a whole.

Admissions

The retention of students is a key of a university's success. The support of Fraternity & Sorority Life contributes to a significantly higher retention rate within fraternal organizations. Additionally, Fraternity & Sorority Life is expected to play a role in admissions events and creating an attractive social network/community to potential students.

Dean of Students & Upper Level Administrators

Fraternity & Sorority Life contributes to the high retention rate at the university and encourages giving through institutional advancement that assists the improvement of the university's reputation and opportunities.

Community Members

Fraternity & Sorority Life affects the members of the University City/Powelton Village community as our students live within the community. It is expected that FSL will enforce policies and encourage civility and consideration for the community within its members. The Philadelphia community is also supported through service completed by FSL community members.

Goals, Objectives, Strategy, Tactics & Assessment

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Goal One: Fraternity & Sorority Life will actively promote a climate that creates opportunities for meaningful connection.	
O1: Engage fraternity & sorority alumni and advisors through the development of opportunities that will enable alumni to participate in the fraternity & sorority program in a way that is beneficial to the undergraduate members and still fulfilling to the alumni membership by January 2011.	
S	Katie/Natalie (create); Katie (manage relationship building/networking); Natalie (manage advisor training processes)
T	<ul style="list-style-type: none"> Alumni Advisors Manual created (September 2008) and made available via web (January 2009) Create alumni annual events calendar for FSL (February 2009) Develop and implement comprehensive Alumni Advisors Training program or series (June 2009) Create, implement and sustain recognition program for outstanding alumni – major donors, community leaders, alumni advisors (May 2010) Create partnership with DIFAA to align values and practices between areas (January 2010) Evaluate relevancy and effectiveness of the "Greek Relations Board" (January 2010)
O2: Increase undergraduate engagement in the fraternity and sorority experience by January 2011.	
S	Katie (supervise); Natalie (implement/manage first year programming); Work study/Senior Undergraduate Member (implement/manage programming for Seniors); Katie (implement/manage Sophomore/Rising Leaders programming); Katie/Natalie (create/implement/manage year-round membership recruitment effort); Katie/Natalie (recognition/colonization efforts)

T	<ul style="list-style-type: none"> Review and revise recognition process for all new and reactivated fraternities and sororities (January 2009) Create annual events calendar highlighting major events held by F/S community (February 2009) Designate appropriate dates/strategies to recognize fraternity/sorority members and organizations (May 2009) Create year round marketing program for the promotion of the fraternity/sorority experience (July 2010) Use EBI to determine opportunities for further engagement of undergraduate members (July 2009) Design a comprehensive membership development series (July 2010) <ul style="list-style-type: none"> Create, Implement & Sustain First-Year Program, Greek FIRE (July 2010) Create, Implement & Sustain Sophomore Experience Program (July 2010) Create, Implement & Sustain Senior Experience Program (July 2010) Increase the number of students affiliated with fraternities and sororities to 10% of undergraduate enrollment (December 2011) Track persistence to graduation for fraternity and sorority members joining in the freshman year (July 2011) 			
O3: Identify and create a number of strategic internal and external partnerships through 2011.				
S	Natalie (Parents & Families); Katie (SCCS, SAFAC); Natalie/Katie (International/National HQs); Natalie/Katie (Faculty/Staff)			
T	<ul style="list-style-type: none"> Define partnership with SAFAC to ensure efficient allocation of F/S funds and spending of monies (February 2009) Create partnership with New Students & Family Programs to align practices between offices (June 2009) Actively partner with Student Conduct and Community Standards to assess the Greek-Appellate Board and current SOP for fraternities/sororities violating the Code of Conduct (September 2009) Create processes to regularly communicate with Headquarter staff and Inter/National volunteers (September 2009) Maintain and further define partnership with University Housing (2010) Create plan to improve relationships and create opportunities for engaging faculty and staff in the F/S program (2011) 			
O4: Instill a sense of pride and connection to the larger Fraternity & Sorority Community.				
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T	<ul style="list-style-type: none"> Work with alumni and undergraduate members to define what "connection to larger F/S community" means for campus community (December 2009) Evaluate current methods and systems for encouraging feedback from stakeholders (July 2009) Evaluate current decision making and policy development processes for transparency (January 2010) Design and implement year round marketing campaign for promotion of fraternity & sorority experience (July 2010) Recognize faculty, staff and volunteers who advise and support Greek chapters (May 2010) Create opportunities for the celebration of shared history, values, purpose and success (May 2011) 			
Goal One: Assessments				
<i>Question</i>	<i>Type of Assessment (Pre, Formative, Summative)</i>	<i>Method or Current Data Source</i>	<i>Timeline</i>	<i>Feedback</i>
What is the level of student engagement & satisfaction in undergraduate fraternity & sorority members?	Pre, Formative & Summative	EBI, NSSE, Focus Groups	EBI (Fall) NSSE (2004, 2008, 2012)	Share with Councils, Chapter Presidents, Alumni Advisors
What are the needs of our alumni and advisors?	Pre	Advisors Survey Focus Groups	Winter/ Spring 2009	Alumni Relations Chapter Presidents DIFAA
What do our students tell us is important for their F/S experience?	Pre	EBI		Chapter Presidents Councils Alumni Advisors
What is the current membership data for F/S? For the past 5 years?	Pre	Recruitment Statistics Retention Data		Chapter Presidents Councils Alumni Advisors
How do we best target unaffiliated	Pre, Formative,	Benchmarking	June 2009	Councils

students?	Summative	Focus Groups Perception Surveys	W, S, F 2009; F 09 and S 2010	Chapter Presidents Work Study Team
Are we using our resources in a way that reflects our values?	Pre, Formative, Summative	SAFAC spending; Departmental spending	Annual review – February	Staff
What is the level of connection to the fraternity/sorority community? For unaffiliated and affiliated UG members, alumni, faculty and staff?	Pre, Formative, Summative	NSSE, EBI, Focus Groups, Perception Surveys	December 2009	Chapter Presidents Councils Alumni Advisors Staff
Is there a correlation between fraternity and sorority membership, retention and persistence?	Pre, Summative	Tracking, EBI, Focus Groups	July 2011	EVERYONE

Goal Two: Fraternity & Sorority Life will strengthen the University by ensuring a safe and inclusive environment.	
O1: Define and institute a set of community standards reflecting the values of the fraternal movement and Drexel University by 2011.	
	Katie/Natalie/Councils/DIFAA
	<ul style="list-style-type: none"> Work with Student Conduct and Community Standards to determine what University-wide community standards are in place (November 2009) Research other University "standards" documents and community standards campaigns to determine fits for our community (November 2009) Create document reflecting standards for F/S community (January 2010) Create, implement, sustain F/S community standards campaign (March 2010) Define opportunities for recognizing those individuals and groups demonstrating a commitment to upholding and promoting community standards (May 2010)
O2: Infuse social justice and diversity education into the fraternity and sorority experience of undergraduates and alumni.	
S	Natalie (manage LGBT program development); Katie/Natalie (create/manage recruitment/marketing efforts); Katie (manage Diversity Initiative documentation); Work study staff (identify and reach out to faculty/staff);
T	<ul style="list-style-type: none"> Attend National Conference, "Out and Greek" (November 2008) Continue to include diversity education as part of annual Chapter Achievement Plan (2008) Co-sponsor program with FUSE during Sexual Awareness Week (September 2008) Create cultural competency series for alumni (February 2009) Partner with SafeZone to create Greek SafeZone training (August 2009) Identify and reach out to staff and faculty with expertise in multicultural education (September 2009) Establish partnership with Multicultural Education and Outreach (December 2009) Benchmark and apply best practices in multicultural education within undergraduate community (September 2011)
O3: Create a culture that recognizes social justice as a valued part of the fraternity and sorority experience.	
S	Natalie/Katie (create & manage)
	<ul style="list-style-type: none"> Review current policies and systems to ensure that systems are inclusive (August 2009) Identify ways to facilitate councils and chapters finding common ground (January 2010) Create methods/opportunities to recognize fraternities and sororities that exemplify community's commitment to inclusiveness and social justice (May 2010) Work with Councils to create opportunities for recognition of fraternities and sororities exemplifying a commitment to furthering social justice and inclusiveness in the community (May 2010)
O4: Achieve membership that reflects overall diversity of campus demographics.	
S	Katie/Natalie (identify stakeholders); Natalie (manage marketing program); Work Study Team (create and implement

	marketing); Katie (supervise IFC efforts); Natalie (supervise MGC/PHC efforts)				
T	<ul style="list-style-type: none"> • Create annual events calendar highlighting major events held by F/S community (February 2009) • Meet with RLO and other departments in the Division with established marketing plans for engagement of underrepresented populations for information and resource sharing (April 2009) • Facilitate discussions with each council on expanding recruitment efforts to reach a broader populations (July 2009) • Create and implement a marketing program that targets underrepresented populations (September 2009) 				
O5: Create an environment that promotes individual/chapter accountability and sound risk management practices within the fraternity & sorority community.					
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T	<ul style="list-style-type: none"> • Benchmark for University Housing/Fraternity & Sorority Life structures, as a means of identifying ideal structure and reporting lines for our community (March 2009) • Benchmark job descriptions and areas of responsibility for Fraternity & Sorority Life House Directors (March 2009) • Continue to identify and implement methods of policy enforcement and education that will assure compliance with the FSL Social Events with Alcohol Policy (May 2010) • Review current risk management policies and procedures to determine whether systems still meet the needs of the community (August 2009) • Review current crisis management procedures and revise if necessary (May 2009) • Define roles of chapters, councils, FSL, and SCCS in the charging and sanctioning of chapters and individual members. • Provide training and resources to chapter and council leaders on FSL and University policies, FIPG, and the design of learning outcomes/educationally based sanctions. 				
Goal Two: Assessments					
	<i>Question</i>	<i>Type of Assessment (Pre, Formative, Summative)</i>	<i>Method or Current Data Source</i>	<i>Timeline</i>	<i>Feedback</i>
	What is the demographic breakdown of the F/S population compared to overall campus population?	Pre	EBI; Enrollment Management	July 2009	Councils Chapter Presidents Alumni Advisors
	What are best practices for targeting underrepresented populations at Drexel University?	Pre, Formative	Focus Groups,	Winter 2009 Spring 2009	Councils Chapter Presidents Work Study Team
	To what level do students believe the F/S community is safe and inclusive for all?	Pre, Formative	EBI, Focus Groups, Perception Surveys	EBI (August) Focus Groups (Spring) Perception Surveys (Winter)	Campus Engagement Councils Chapter Presidents Work Study Team Alumni Advisors
	Are all fraternity and sorority students having an equitable experience?	Pre, Formative, Summative	EBI, NSSE, 360 Feedback Surveys	EBI (August), NSSE (2008), 360 (June 2009; January 2010)	Councils Chapter Presidents Alumni Advisors Campus Engagement

Goal Three: Fraternity & Sorority Life will strengthen the University by designing systems and services that will ensure the efficiency and sustainability for the department.	
O1: Evaluate, revise and create systems for greater efficiency within the department.	
S	Katie (manage)
T	<ul style="list-style-type: none"> • Build an active and current résumé file of potential employees from the field of fraternity advisement who can be recruited to serve at Drexel (December 2009) • Develop relationships with universities that have high functioning fraternity/sorority populations (January 2011)

	<ul style="list-style-type: none"> • Evaluate current practices regarding data collection and assessment within the department (February 2010) • Develop an “assessment” plan to guide departmental efforts in the area of assessment and evaluation (December 2011) • Define core competencies for fraternity & sorority staff members at Drexel University (December 2009) • Review current reporting processes for chapters and determine methods of “green” data collection (December 2009) • Evaluate current areas of responsibility to determine whether both opportunities for professional growth and utilization of existing talents exist for each staff member.
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O2: Identify external funding sources for program support.

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T	<ul style="list-style-type: none"> • Host workshop during annual council/chapter leadership retreat on fundraising at the chapter level (January 2009) • Research giving opportunities at comparison F/S communities for the purpose of creating FSL “wish list” (December 2009) • Create and advertise FSL “wish list” for possible funding opportunities (January 2010) • Work with IA to educate alumni and undergraduates on current giving practices and policies (March 2009) • Create partnership with Institutional Advancement in an effort to increase F/S alumni giving (January 2011) • Explore other partnership opportunities for the purpose of sharing programmatic expenses (June 2010) • Identify funds to support and encourage both chapter and Greek Community leaders to attend leadership conferences such as NGLA, LeaderShape and the Undergraduate Interfraternity Institute (May 2011) • Secure funding for non-alcoholic weekend events hosted by multiple chapters (June 2009)

Goal Three: Assessments

<i>Question</i>	<i>Type of Assessment (Pre, Formative, Summative)</i>	<i>Method or Current Data Source</i>	<i>Timeline</i>	<i>Feedback</i>
What is the current giving rate among F/S alumni? Breakdown by group?	Pre	Institutional Advancement	July 2009	Chapter Presidents Alumni Advisors
What methods of assessment is the department currently using?	Pre	CAS; SL Assessment Committee Review 2008	April 2009	Staff
What do we want or need to know that isn't currently being measured?	Formative	Focus Groups; SL Assessment Committee	January 2010	Staff
What are the talents/strengths of each staff member? What are areas or opportunities for professional growth?	Pre; Formative	Strengths Finder Tool; Reflection; Meetings with Supervisor	Ongoing	Staff