ABSTRACT

CREATIVE PROJECT: Developing “A Guide to Greek Life” at Ball State University

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The purpose of this creative project was to develop “A Guide to Greek Life” for Ball State University’s Office of Student Life and Greek Life webpage for all current students, faculty, staff, and for prospective students and their parents who wish to learn more about the fraternity and sorority community. Additionally, this guide can serve as a marketing and recruitment tool for prospective members. The goal of this guide is to help dismiss negative stereotypes that are often associated with Greek-letter organizations on college campuses and to be a resource for information regarding Ball State’s fraternity and sorority community. The guide includes the following items: a letter from the Greek life staff; staff breakdown; a brief history of Greek life at Ball State; Ball State Greek life mission, values, and strategic plan goals; four pillars of Greek life; three governing councils; chapter profiles; Greek honoraries at Ball State; association of fraternity/sorority advisors spotlight; association of fraternal leadership and values spotlight; notable members of fraternities and sororities; and student spotlights.