





Greek Life
Strategic Plan
Progress Report
2007-2011

Vision Statement

The **Ball State University Greek** community will provide all members with an unmatched experiential learning and social experience designed to foster lifelong personal development opportunities and a meaningful connection to the institution.

Mission Statement

The **Ball State Greek** community develops men and women academically, personally, and professionally by:

- Fostering an environment that expects, encourages, and rewards academic success
- Engaging alumni to provide members with mentor relationships, professional networks, and volunteer resources
- Creating intentional membership, personal, and organizational development opportunities in a safe and social environment
- Developing lifelong relationships with each other, fraternal organizations, and Ball State University

Core Values

- Personal growth
- Relationships
- Individuality
- Dedication
- Ethical behavior

Letter from the Assistant Director

The fourth year of the five-year Greek Strategic Plan concluded in 2010-11, and with so much community growth to highlight, we decided to provide a comprehensive report. When implemented in 2007, the strategic plan listed 67 action items the Greek community had identified as goals. Thus far, 43 of them have been completed, and an additional 17 action items are in progress. The Greek Strategic Plan has been the guiding force behind most of the improvements within the community during the past four years, and the growth we have seen is a testament to the hard work of committed student leaders, alumni, and staff members.

Looking back on the process, I cannot help but point out a few of the hallmarks of Greek life at Ball State. Since 2007, the number of total fraternity and sorority members has increased 23 percent, the Greek grade point average has consistently met or exceeded the university average, and freshman retention averages have continued to increase and exceed the university average. In addition, philanthropic donations have grown, and contributions through community service have more than doubled. Overall, nearly 85 percent of Ball State Greeks report being “very satisfied” or “satisfied” with their Greek experience.

As we wrap up the Greek Strategic Plan, I am encouraged by our many accomplishments, and I am excited to be a part of continued community growth and development. The current plan has provided a foundation upon which we can build, and our lasting commitment to our vision and mission will ensure success for future generations.

On behalf of the Office of Student Life and student leaders, thank you for your continued support of the Ball State Greek community. If you are interested in learning more about the chapters and our progress, please e-mail me at bjcutler@bsu.edu or call 765-285-2621.

Sincerely,



Brandon J. Cutler
Assistant Director of Student Life

VISION + GROWTH

Thriving Chapters Build Greek Presence

The Ball State Greek community has continued to demonstrate significant growth in total membership and chapters throughout the 2007-12 Greek Strategic Plan. From fall 2007 to fall 2010, the community grew 23 percent to 1,478 members, compared with 1,197 members recorded during the initial stages of the plan. Improved marketing efforts, a recruitment education program, and chapter expansion contributed to overall membership development. Specifically, the Interfraternity Council (IFC) membership increased 30 percent, Panhellenic Council (PHC) membership increased 13 percent, and the National Pan-Hellenic Council (NPHC) and National Association of Latino Fraternal Organizations (NALFO) memberships increased 150 percent.



- The average Panhellenic chapter size increased from 65 members in fall 2007 to 75 in 2009, 83 in fall 2010, and 88 in fall 2011.
- The average chapter size for IFC fraternities increased from 40 members in fall 2007 to 55 members in fall 2010.
- The quota for sorority recruitment increased from 17 new members in fall 2007 to 30 new members in fall 2011.
- The average chapter size for NPHC/NALFO chapters increased from four members in fall 2007 to nine members in spring 2011.

Community Enhances Freshman Retention

Freshman retention among fraternity and sorority members has increased from nearly 83 percent in fall 2007 to 91 percent in fall 2010. Retention will continue to be a strategic priority for Ball State University and a competitive edge for the Greek community. The campus retention average for freshman was 79.6 percent in fall 2010, which is more than 11 percentage points below the Greek freshman retention percentage.

Goal 6, Objective B: *Each fraternity and sorority will develop a specific plan for recruitment and retention of members.*



Seven Organizations Join Ball State

Since fall 2007, seven fraternities and sororities have joined the Ball State Greek community: Lambda Chi Alpha Fraternity, Alpha Tau Omega Fraternity, Phi Iota Alpha Fraternity, Zeta Phi Beta Sorority, Alpha Kappa Alpha Sorority, Phi Kappa Psi Fraternity, and Delta Sigma Theta Sorority. Zeta Beta Tau Fraternity will formally join the Greek community in the spring.

Goal 6, Objective C:

The IFC fraternity expansion committee will be reconvened to examine the success of new chapters and reevaluate the timeline for future expansions/recolonizations.

COLLABORATION+RETURN

Recruitment Partnership Spurs Membership

The Ball State Greek community partnered with nationally recognized recruitment education firm, Phired Up Productions, to educate Ball State fraternities and sororities about the value of dynamic recruitment efforts. Phired Up's first partnership with an entire Greek community proved successful as chapters developed comprehensive recruitment plans that will continue to increase awareness and membership.

Phired Up professionals met with PHC sororities during fall 2009 and spring 2011. Chapters participated in interactive workshops to guide them through applying effective recruitment concepts to formal membership recruitment. IFC fraternities participated in Phired Up's Dynamic Recruitment, M.D. program, which provides chapters with ongoing, specialized recruitment coaching via conference calls and web-based technologies such as Skype. The training aided the transition from IFC Rush Week to a dynamic, 365-day recruitment model.

New Brand Highlights Innovative Marketing Initiatives

The Greek councils partnered with Innova Ideas and Services to create a brand that represents the community's vibrant and positive campus presence. Market research revealed that the Greek community would benefit from a brand and marketing plan to differentiate itself from other involvement opportunities on campus, better communicate successes and membership expectations, and establish a stronger presence on campus. The Innova staff also met with students, advisors, and university staff members to gain insight into Ball State's Greek community. In 2009, Greek Life introduced the brand into its marketing and publication materials.



Goal 6, Objective A: *An internal and external recruitment marketing plan will be developed to target existing students, potential students, and parents of potential students. This plan will be evaluated and updated annually.*

Goal 6, Objective A: *Market research will be conducted about why students are not joining fraternities and sororities and to evaluate the current recruitment efforts. This information will be used to implement values-based marketing efforts targeting specific student populations.*

NPHC Strengthens Values Through Intake Equation

The Office of Student Life sponsored the award-winning Intake Equation program during the 2008-09 academic year in Intake Equation to assist NPHC chapters with enhancing the effectiveness of the membership intake process and marketing the cultural Greek experience at Ball State.

The Intake Equation program challenged members to examine how they are living their organization's values. This program resulted in the formation of an NPHC task force charged with strengthening the cultural Greek organizations at Ball State.

Goal 6, Objective B: *A comprehensive recruitment strategy, including conversation skills and intentional recruitment of members, will be developed and periodically updated to reflect changes in the campus climate.*



EVALUATE+TRANSFORM

Accreditation, Awards Program Honor Achievements

The 2010-11 academic year marked the second Ball State University Greek Life Accreditation and Awards Program. The accreditation process outlines basic chapter expectations, assists chapters in monitoring and improving overall achievement of the accreditation standards, and serves as the community awards program.

The program is divided into five areas of community values: personal growth, relationships, individuality, dedication, and ethical behavior. Chapters are assigned a Greek Life staff member, who serves as an accreditation liaison responsible for assisting chapters throughout the accreditation process.

Each chapter is evaluated based on its performance in each area and awarded an accreditation score of one to five stars, with five stars being the highest possible score. Chapters that receive three to five stars receive accreditation. Those awarded two or fewer stars are considered non-accredited chapters.

For the 2010-11 academic year, 20 chapters received accreditation—an increase from 17 the previous year. Of the accredited chapters, seven were deemed three-star chapters, six were named four-star chapters, and seven were rated five-star chapters.



The Greek Awards program recognized Chi Omega, Phi Gamma Delta, and Gamma Phi Omega with the Top Chapter award within their respective governing councils. Individual members of the Greek community were recognized with various awards, including Outstanding Neophyte/New Member, Outstanding Executive Council Member, Outstanding Chapter President, Greek Man/Woman of the Year, and Chapter Advisor of the Year. A full listing of award winners can be found on our website, www.bsu.edu/CampusLife/GreekLife.

Goal 3, Objective A: *An accreditation plan for fraternities and sororities will be developed and implemented that will replace the Greek Excellence Document to ensure a distinction between meeting organizational standards and being recognized for truly going above and beyond expectations.*

Goal 3, Objective A: *The awards program for fraternities and sororities will be reconstructed to highlight individual and chapter achievement.*



LEARN + ACHIEVE

Building a Tradition of Academic Success

Spring 2011 marked the 11th consecutive semester the Greek community has consistently met or exceeded the campus grade point average.

In the spring, the Greek GPA was 2.999 compared with the campus GPA of 2.967.

Efforts to support continued academic success include developing chapter scholarship plans and requiring that midterm deficiency information be sent to chapter scholarship chairs. Each semester, scholarship chairs are encouraged to attend educational programs that focus on the development of effective scholarship plans and identification of academic resources.

Goal 1, Objective A:
The Office of Student Life will partner with the governing councils (IFC, NPHC, PHC) to develop programs to support academic achievement.



SERVICE+IMPACT

Chapters Advance Commitment to Service

Ball State fraternities and sororities have significantly increased the amount of service hours and dollars donated to local, national, and international organizations. At the end of the 2010-11 academic year, fraternities and sororities performed more than 17,000 hours of community service and donated \$73,240 to various philanthropies. Compare these figures to the 7,600 hours of community service and \$53,950 Ball State Greek organizations contributed in 2006.

Since fall 2007, Ball State fraternities and sororities have contributed more than 53,000 hours of community service and \$279,000 to local and national philanthropies.



Members Forgo Sun and Sand to Give Back

More than 35 fraternity and sorority members have participated in the Greek Alternative Spring Break program since its inception in 2008. Students who participate in the program engage in a five-day experience to assist communities and agencies in need. In the past, Greeks have worked with underprivileged children

in urban settings, introduced physically and mentally challenged children to therapeutic horseback riding, and cleaned national forestland after a natural disaster. Greek Life and Student Voluntary Services worked together to coordinate the Greek Alternative Spring Break program.

LEADERSHIP+HONOR

Governing Councils Garner National Attention

The Ball State Interfraternity and Panhellenic councils continue to receive awards for excellence in council operations and community programming during the Association of Fraternal Leadership and Values (AFLV) annual meeting.

AFLV establishes criteria for outstanding council performance in a variety of areas and recognizes such achievements throughout the nation. In 2010, the organization named Ball State's Panhellenic Council as a finalist for one of AFLV's most prestigious honors, the Sutherland Award for Overall Excellence. In 2011, the Interfraternity and Panhellenic councils received recognition in the areas of council management, self-governance and judicial affairs, and membership recruitment.

Goal 8, Objective B:

Individual action plans will be created and implemented to fit the specific needs of each governing council.

Global Recognitions for Excellence

Since 2007, the following fraternities and sororities at Ball State received national and international honors: Alpha

Omicron Pi, Alpha Phi Alpha Fraternity Inc., Chi Omega, Kappa Delta, Phi Beta Sigma Fraternity Inc., Phi Gamma Delta, Theta Chi, and Gamma Phi Omega. These honors demonstrate that our Greek organizations' positive impact reaches far beyond the borders of Ball State's campus.

Goal 1, Objective B: *The governing councils will enhance the recognition of outstanding chapters at the Grand Chapter awards program. This enhancement will include chapters that develop unique scholarship plans and achieve chapter scholarship goals.*



INNOVATE+OPPORTUNITY

Greek Life Unveils Website

In 2009, Greek Life launched a website that aligns with the look of university web pages and contains comprehensive information about every aspect of Greek life at Ball State.

Goal 8, Objective A: The fraternity/sorority life website will be updated to provide relevant, timely information as well as to reflect the values of the individual organizations and the community as a whole.

Scholarships Highlight Community Values

The Interfraternity and Panhellenic councils offer multiple scholarships to incoming freshman members who demonstrate a commitment to excellence. In addition, IFC has partnered with chapters to promote chapter-specific scholarships. The scholarships are advertised during the summer, and applicants are invited to participate in interviews during the first few weeks of the fall semester. The process has been effective in identifying more than 200 high-performing students each year during critical recruitment periods.



Goal 1, Objective A: The Office of Student Life will partner with the governing councils to develop programs to support academic achievement.

New Risk Management Philosophy

During the 2008-09 academic year, a group of students, alumni, and university staff completed a two-year process that resulted in the development of a comprehensive risk management policy. The team reviewed policies at other schools and national organizations, consulted with fraternity risk management experts, and met with university legal counsel. Chapter officer training sessions, conducted at the beginning of each semester, were developed with the assistance of University Police, Health Educators, and the Office of Student Rights and Community Standards.

The guidelines are based on the Fraternal Information and Programming Group (FIPG) risk management policy, which serves as the standard for nearly all national fraternities and sororities. The policy outlines specific procedures to which all Greek social events must adhere. IFC and Panhellenic councils worked diligently with chapter presidents to implement the policy and educate members.



Goal 7, Objective A:

All current risk and crisis management plans will be reviewed and updated if necessary.

Greek 101 Gets a Makeover

A committee of student leaders and Greek Life staff assessed the effectiveness of new member programs and curriculum. The task force changed the name of the Greek 101 program to the Greek Academy. The academy offers educational programs that focus on team building, time management, drug and alcohol education, and risk reduction and management. Additionally, the Greek Academy has expanded to include leadership development programs for chapter officers throughout the year.

Goal 5, Objective A: *A purposeful series of programs for each of the primary categories of membership will be developed, implemented, and periodically evaluated.*

Village Project to Enhance Greek Experience

The university has maintained its commitment to the Sorority Village Project, a housing partnership between the university and sororities. A financial model has been developed and presented to demonstrate the importance of this joint venture, with the university owning and developing the land and the sororities owning and operating the facilities. We feel strongly that this model reflects the need for both entities sharing responsibility for this project.

Information has been shared with local advisors and national sorority representatives to gather feedback to move the project forward. We have also



continued to conduct focus groups among students living in Ball State's four sorority houses. The results have been positive, with residents indicating that the shared living environment has strengthened their sorority experience. As is typical with NPC sororities, project decisions rely heavily on national sorority representatives.

A realistic timeline, as well as a plan for collective fundraising, is being developed, with expectations to unveil the plan during fall 2011. Although we know that any large-scale project brings many questions, the

excitement and vigor that this project will bring to the sorority community in the future is undeniable.

The project does not overlook the enhancement of housing options for fraternity members. Greek Life has been assisting chapters with the collection of chapter funds, providing resources to assist with facility management, and educating members and volunteers about best practices.

Goal 4, Objective B: The Offices of Student Life and Housing and Residence Life will work with the sorority community to ensure that adequate space is provided for sorority chapters to meet their individual needs and provide opportunities for positive and productive interaction.

ENGAGE+ALUMNI

Greek Community Program Fund to Support Education

In 2010, alumni were challenged to make gifts to the Greek Community Program Fund, a foundation account that supports leadership and educational opportunities for members of the Greek community and alumni. Through the incentive program, Pi Beta Phi received a \$1,000 education grant for being the chapter with the highest percentage of alumni participation.

Goal 2, Objective B: *The Office of Student Life will partner with international and national headquarters to provide consistent communication with advisors and alumni.*

Goal 2, Objective C: *University administrators will create a variety of volunteer opportunities for alumni to interact with the current undergraduate members of the organizations. A social network will be created to provide opportunities for alumni to interact.*



The governing councils and Greek Life staff have developed opportunities to inform and engage Greek alumni during the past four years—from alumni/advisor meetings and newsletters to referral programs and fundraising initiatives.

Alumni Newsletters

The alumni newsletters are distributed twice each year to more than 5,000 Ball State Greek alumni. Each newsletter includes articles about campus and Greek community news, chapter updates, and strategic plan information.



Connecting Generations

Communicating with chapter advisors is critical. During the past four years, regular meetings have been held with Panhellenic recruitment advisors, NPHC chapter advisors and alumni assisting with the Greek Village project. Panhellenic recruitment advisors meet three times a year, and NPHC

chapter advisors meet annually. When feasible, meetings have been held in Indianapolis to make it easier for alumni to attend. Ball State has also forged a partnership with IUPUI, Purdue, Butler, and DePauw universities to provide additional training for advisors.

Alumni Referral System

Greek Life created an online referral system to encourage alumni to recommend Ball State students for membership. Referrals may be made at <http://cms.bsu.edu/CampusLife/GreekLife/alumni.aspx>.

ENERGY+FUTURE

Moving Forward with Strategic Aims

As Ball State embarks on a new strategic plan, so will the Greek community. Participation from students, advisors, alumni, and staff is critical as we evaluate successes and establish new priorities. We plan to identify stakeholders to assist in the evaluation and potential development of a Greek Community Strategic Plan that will guide further growth and community development.

Moving forward into year five of the Ball State Greek Strategic Plan, we have established expectations for continued success in the areas of community growth, academic performance, alumni engagement, membership development, and service and philanthropic contributions. We also aim to develop collaborative relationships between stakeholders and establish competitive chapter housing options.

Goal 8, Objective C: *By fall 2012, an external consultant will be contracted to evaluate the Greek community to assess progress and to prepare for the next strategic plan.*



