

**BALL STATE UNIVERSITY**



**Greek Life**

**Strategic Plan**

**2013–2018**

**EDUCATION REDEFINED**

# Mission

The Ball State University fraternity and sorority community provides a premier student development experience dedicated to a lifetime of excellence.

# Values

- Accountability
- Diversity
- Education
- Integrity
- Mutual Respect
- Personal Development
- Relationships

# Goals

The Ball State fraternity and sorority community will accomplish its mission by:

- 1.** Providing academic support and resources to ensure academic success and sustainability.
- 2.** Promoting the safety, health, and wellness of its chapters and their individual members.
- 3.** Engaging stakeholders, initiating and maintaining collaborative relationships, and consistently supporting a positive membership experience.
- 4.** Dedicating resources for the continuous growth of community membership.
- 5.** Engaging in intentional efforts to support the specific needs of its chapters and their individual members.



# Support

**Goal 1. The fraternity and sorority community will provide academic support and resources to ensure academic success and sustainability.**

## **Objective A. Graduation and Retention**

- i. By August 2015, at least 50 percent of fraternity and sorority members will graduate within four years, 70 percent within five years, and 80 percent within six years.
- ii. By May 2016, increase the freshman fraternity retention rate to 85 percent.

## **Objective B. Academic Performance**

- i. By May 2016, increase the average NPHC/MGC GPA to 2.9 or better.
- ii. By May 2016, increase the average PHC GPA to 2.9 or better.
- iii. By May 2016, increase the average IFC GPA to 2.9 or better.
- iv. By December 2017, the fraternity and sorority community GPA will consistently be greater than the all-campus undergraduate grade point average by at least .15 points.



## **Objective C. Academic Support**

- i. By May 2013, the fraternity and sorority community will implement a recognition strategy for academically high-achieving members.
- ii. By January 2014, the fraternity and sorority community will develop and implement opportunities for collaboration between Ball State University honor societies, the Honors College, various academic departments, and interested students.
- iii. By January 2014, the fraternity and sorority community will partner with the Ball State Learning Center to create academic support programs.
- iv. By May 2014, the fraternity and sorority community will evaluate current academic expectations for membership and increase as necessary.

# Wellness

**Goal 2. The fraternity and sorority community will promote the safety, health, and wellness of its chapters and their individual members.**

## **Objective A. The fraternity and sorority community governing councils (IFC, MGC, NPHC, and PHC), in conjunction with the Office of Student Life, will assess all community risk management policies.**

- i. By December 2015, focus groups will be created to review all pertinent risk management policies and programs and assess the impact they have on high-risk behaviors and fire safety.
- ii. By May 2016, the fraternity and sorority community will work with the Office of Student Life to establish a review committee to adopt best practices in risk management and industry standards.
- iii. By May 2014, the Office of Student Life and governing councils will develop and implement stronger expectations, enforcement of documentation, and compliance with safety, health, and wellness inspections.

## **Objective B. The fraternity and sorority community governing councils (IFC, MGC, NPHC, and PHC), in coordination with the Office of Student Life, will formally evaluate all current safety, health, and wellness programs and develop new programs as necessary.**

- i. By August 2013, Title IX, sexual assault, and sexual misconduct education programs will be created and implemented.
- ii. By August 2014, an assessment metric will be created to measure the number of risk management incidents in relation to programming in those areas.
- ii. By February 2015, safety, health, and wellness programs will be created and implemented to educate undergraduate members on the risk management policies and data collected by the Ball State University Office of Health, Alcohol, and Drug Education through the American College Health Association–National College Health Assessment.

## **Objective C. The fraternity and sorority community will empower individual members to hold one another accountable for policies and procedures that govern the fraternities and sororities.**

- i. By May 2013, the fraternity and sorority chapter recognition and rewards programs will be formally evaluated.
- ii. By May 2017, the fraternity and sorority community will work with the Office of Student Life to review, evaluate, and make any necessary changes to the administrative review process with regard to judicial infractions within the fraternity and sorority community.
- iii. By August 2014, the Office of Student Life staff and student leaders will work to evaluate fraternity and sorority investigation and adjudication procedures within the Division of Student Affairs.



# Collaborate

**Goal 3. The fraternity and sorority community will engage stakeholders, initiate and maintain collaborative relationships, and consistently support a positive membership experience.**

## **Objective A. Alumni and Advisors**

- i. By December 2014, resources will be developed to enable chapter and faculty advisors to be more effective.
- ii. By December 2014, the fraternity and sorority community will collaborate with the Ball State University Alumni Association and staff to train undergraduate members on how to effectively plan and implement successful and engaging alumni events.
- iii. By December 2014, the fraternity and sorority community will host annual community-wide events to engage fraternity and sorority alumni.
- iv. By August 2015, the Office of Student Life will collaborate with fraternity and sorority alumni and headquarters to provide training, resources, and best practices for house corporations, fire safety, and facility improvement projects.

## **Objective B. Faculty and Staff**

- i. By June 2014, the fraternity and sorority community will work with the Offices of Orientation and Admissions to establish a positive presence during new student orientation.
- ii. By June 2016, the fraternity and sorority community will research, identify, and implement opportunities for engaging campus faculty and staff at a meaningful level.
- iii. By January 2014, the fraternity and sorority community will work with the Ball State Intercollegiate Athletics to build athletic support among members.

## **Objective C. Undergraduate Members**

- i. By December 2013, the undergraduate leaders will evaluate with the Office of Student Life if Fraternity and Sorority Alumni Advisory Councils are necessary.
- ii. By May 2013, fraternity and sorority governing councils (IFC, MGC, NPHC, and PHC) will develop opportunities for councils to cultivate greater understanding and respect for one another.
- iii. By December 2013, the Office of Student Life staff and student leaders will develop and implement a comprehensive communication plan for all stakeholders.



# Community

**Goal 4. The fraternity and sorority community will dedicate resources to the continuous growth of the community membership.**

## **Objective A. The fraternity and sorority community will assess the need to add chapters to correspond with increases in overall chapter size.**

- i. By May 2017, IFC will explore the addition of three new chapters.
- ii. By May 2017, NPHC will explore the addition of one new chapter.
- iii. By May 2017, PHC will explore the addition of one new chapter.
- iv. By May 2017, MGC will explore the addition of two new chapters.



## **Objective B. Membership intake and recruitment will be a priority of the fraternity and sorority community.**

- i. By December 2014, a minimum membership size standard of five members will be established for all NPHC and MGC chapters.
- ii. By December 2014, NPHC and MGC will establish policies requiring that each chapter hold membership intake annually unless otherwise mandated by their inter/national organization.
- iii. By May 2017, total membership of the fraternity and sorority community will be 2,060.
- iv. By May 2015, the fraternity and sorority governing councils will work with the Office of Student Life to formally evaluate all recruitment and intake processes to maximize efficiency and effectiveness.
- v. By May 2014, the Office of Student Life and governing councils will provide regular training opportunities focusing on recruitment and marketing for chapter members.

## **Objective C. The fraternity and sorority community will make diversity a priority in membership intake and recruitment.**

- i. By May 2015, a demographic study will be conducted to assess the diversity of the fraternity and sorority community.
- ii. By May 2017, the fraternity and sorority community will increase the number of community members from a multicultural background.
- iii. By May 2017, the fraternity and sorority community will increase the number of Honors College students in the community by 10 percent.

# Connect

**Goal 5. The fraternity and sorority community will engage in intentional efforts to support the specific needs of its chapters and their individual members.**

**Objective A. By May 2014, the fraternity and sorority community will increase the number of collaborative programming events to include other departments and offices on campus.**

**Objective B. By May 2015, no less than 80 percent of all fraternity and sorority members will be involved in other campus organizations or influential campus positions (SGA, Orientation, Summer Bridge, RA, etc.).**

**Objective C. By May 2015, at least 70 percent of all fraternity and sorority members will actively participate in Muncie community organizations and programs.**

**Objective D. By May 2016, the fraternity and sorority community will establish annual diversity training, education, and awareness programs.**

**Objective E. By May 2017, at least \$200,000 will be raised through philanthropic efforts, and 25,000 hours of community service will be performed by members of the fraternity and sorority community each year.**

**Objective F. By May 2017, the fraternity and sorority community will host a nationally recognized leadership conference for its members.**

**Objective G. By November 2016, the Office of Student Life will identify and utilize a tool to assess the learning, which occurs as a result of fraternity and sorority experiences.**

**Objective H. By May 2017, at least 75 percent of all fraternity and sorority members will participate in programs sponsored by Student Voluntary Services or Excellence in Leadership.**

**Objective I. By May 2016, the fraternity and sorority community, with the Office of Student Life, will collaborate with campus departments and partners to provide a global leadership experience.**



## Greek Community Strategic Planning Committee

**Brent M. Blackwell:** assistant professor of English at Ball State and Fiji faculty advisor

**Laura Mickler:** Sigma Kappa House Corp. president and recruitment advisor

**Gloria Pavlik:** retention and graduation specialist and Phi Iota Alpha faculty advisor

**Patricia Lovett:** director of the Ball State Multicultural Center and Alpha Kappa Alpha Sorority, Inc. alumna

**David Frye:** Delta Tau Delta chapter advisor

**Rusty Bruce:** Alpha Tau Omega chapter advisor

**Chris Buck:** Lambda Chi Alpha undergraduate chapter president

**Emily Reoch:** Pi Beta Phi undergraduate member and former chapter president

**Ron Perkins:** Phi Beta Sigma Fraternity, Inc. undergraduate member and National Pan-Hellenic Council president

**Alexa Gates:** Alpha Chi Omega undergraduate member and Panhellenic Council officer

**Brandon Cutler:** assistant director of student life

**Jennifer Pierce:** program coordinator for student life

**Jennifer Jones-Hall:** assistant vice president for student affairs and director of student life

**Chris DeEulis:** Office of Student Life graduate assistant

[www.bsu.edu/greeklife](http://www.bsu.edu/greeklife)





A special thank you is given to the many dedicated alumni, advisors, students, faculty, and staff who contributed to the development of the 2013–18 Greek Life Strategic Plan.

In addition, we would like to thank external consultant Rick Barnes for his leadership and facilitation throughout the strategic planning process.



B A L L S T A T E  
U N I V E R S I T Y  
E D U C A T I O N R E D E F I N E D<sup>®</sup>

The information presented here, correct at the time of publication, is subject to change. Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community. 9576-13 umc