

BALL STATE UNIVERSITY EDUCATION REDEFINED



VISION STATEMENT

The Ball State University Greek community will provide all members an unmatched experiential learning and social experience designed to provide life long personal development opportunities and 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 alumnae and 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; and
- Developing lifelong relationships with each other, the fraternal organizations, and Ball State University.

A MORE VIBRANT GREEK COMMUNITY

At present there are over 800 colleges and universities that host Greek communities on their campuses. However, there are only a handful of institutions that have invested the necessary resources to create strategic plans for their communities. The Ball State University Greek Strategic Plan calls for the development of a larger and more vibrant Greek community. Our plan, or roadmap as I like to think of it, will guide fraternity and sorority men and women at Ball State through 2012.

Too often goals are outlined and plans are made only to be placed in a filing cabinet somewhere. I can assure you this is not the case with the Greek community strategic plan! The plan was unveiled on



March 25, 2007 and work on the 44 action items outlined for implementation during year one began immediately. The stories and information contained in this year one progress report are just a sampling of the strides we have made over the last year. The efforts of many students, advisors and alumni who served on implementation teams were responsible for making the action items a reality.

By 2012, today's accomplishments will drastically change the Ball State Greek community. The Greek experience offered to Ball State students will be unmatched. Fraternity men and sorority women will be the strongest leaders at the university and will apply that knowledge to the workforce and their communities upon graduation. Greek alumni will be engaged and connected to Ball State because of their undergraduate experiences. Greek pride and university support will be evident. The progress we are making today will impact Greek men and women for decades to come.

I am interested in your thoughts on our plan and the progress we are making. Please contact me at **cwluyster@bsu.edu** or 765-285-2621.

Sincerely,

Cara Luyster

Assistant Director of Student Life

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ACHIEVING ACADEMIC EXCELLENCE

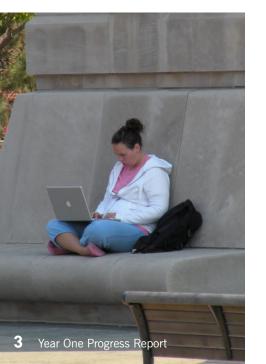
ESTABLISHING CONNECTIONS

Academics have always been a priority for Tyler Whitehead. Joining a fraternity did not help him improve his study skills, but it did help him connect with other scholars. "In high school I wasn't very outgoing," Tyler explained. He did not go out of his way to ask other students for help.



Tyler Whitehead

Joining a fraternity enabled him to establish friendships with upperclassmen who had taken many of the courses in which he was enrolled. The upperclassmen readily assisted him whenever he was not certain about the proper method of solving a problem. Now a senior in architecture, Tyler actively mentors younger members in his fraternity. "We have a lot of architecture students in our chapter," Tyler stated. "I enjoy helping them succeed."



PROVIDING ACADEMIC SUPPORT TO GREEK STUDENTS

Scholarship Plan Development

The scholarship plans were collected in the fall and spring semesters last year. Feedback was provided to the chapter scholarship chairpersons on how to improve the plans and make them more effective. It was discovered that many scholarship officers lacked training and comprehensive scholarship plans. As a result, training on the role of scholarship chairpersons, campus resources, incentive ideas and techniques for helping members achieve academic goals was provided to chapters.

Goal 1, Objective A: All chapters will be required to submit a scholarship plan.

Midterm Deficiencies Expanded to Sororities

Midterm deficiencies are given to freshman students who have a C- or below in a 100 or 200 level course midway through the semester. The Office of Student Life staff members began meeting with Panhellenic sorority women who received a midterm deficiency. In the past, this service was provided to only IFC fraternity men. Holding these meetings and providing this data to chapter leaders enables Greeks who may be struggling academically to receive resources and guidance.

Goal 1, Objective A: Freshmen midterm deficiency meetings conducted by the Office of Student Life staff will be expanded to include Panhellenic Council sorority women.

The all-Greek grade point average increased from 2.854 in fall 2006 to 2.903 in fall 2007. It also increased from 2.910 in spring 2007 to 2.917 in spring 2008.



CHALLENGE + OPPORTUNITY

ENGAGING ALUMNI & ADVISORS

COMMUNICATING WITH BALL STATE GREEK ALUMNI

Alumni Newsletters

Four Greek alumni newsletters have been distributed over the last year and a half to over 5,000 Ball State Greek alumni. The newsletter includes articles about campus and Greek community news, chapter updates and Greek strategic plan information.

Goal 2, Objective B: A Greek alumni newsletter will be created and sent once per semester to all alumni, alumnae and graduate members.



Advisor Meetings

Communicating with advisors for all chapters is critical. Regular meetings have been held over the last year with Panhellenic recruitment advisors, NPHC graduate advisors and alumnae assisting with the Greek Village project.

Goal 2, Objective A: Panhellenic Council sorority recruitment advisors will meet a minimum of two times per year to discuss the planning process for formal recruitment, marketing strategies, and updates from the National Panhellenic Conference.

Goal 2, Objective A: National Pan-Hellenic Council advisors will meet once per semester to discuss current membership intake, leadership training, and chapter activities.



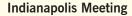


INTERACTING WITH GENERAL ALUMNI

Alumni Survey

A Greek alumni survey was developed with the assistance of the Ball State Alumni Association. The survey gauged interest in participating in programs, volunteering and being involved with a Greek Alumni Alliance. This information will be used in the future when planning events and corresponding with interested alumni.

Goal 2, Objective C: A Greek alumni survey will be developed to provide information on involvement opportunities and to gauge interest in participation in a variety of volunteer programs/projects.



Interested alumni attended a meeting over the summer to provide feedback on how to re-engage Greek alumni and how to resurrect the Greek Alumni Alliance. As a result of this meeting, two events are scheduled this year to promote alumni and undergraduate member interaction. These events include a fall senior networking and etiquette dinner and a spring senior networking luncheon prior to Grand Chapter. Future meetings are currently being planned.

Goal 2, Objective C: Social events for Greek alumni in the Muncie, Indianapolis and surrounding areas will be planned and implemented.





ACHIEVING COMMUNITY EXCELLENCE

STUDENT WINS LEADERSHIP SCHOLARSHIP

Life-changing. That is how Chris Allen described attending the Mid-American Greek Council Association annual meeting or MGCA. The conference exists to provide programs and educational events for chapters and Greek communities across the Midwest.

Chris attended the conference as the 2008 recipient of the MGCA Greek 101 Scholarship. The award is presented to a member of a Greek governing council that has never been represented at the leadership conference. The intent of the award is to enable underrepresented governing councils to attend the event.

Chris served as an out-going officer on the executive board of the National Pan-Hellenic Council. The organization could only afford to send one of its representatives to the leadership conference. However, through the help of the scholarship, Chris was able to attend the conference, as well. "I really didn't think that I would be selected. I was praying that I would be selected and I thank God I was," Chris explained.





Chris Allen

The MGCA annual meeting is held in Chicago, Illinois every year. The educational seminars at the conference ranged from risk management initiatives to scholarship programming to event planning. "I learned so much and was able to recognize a lot about my school, myself and my life," Chris stated. "Attending the conference really has allowed my eyes to open and realize the things that are going on our campuses and that I have the power to help create a change."

Chris returned from the conference energized and ready to make a difference. One of his goals was to improve the collaboration between the three governing councils at Ball State University. Through his efforts, the first few steps toward a more united fraternity and sorority community were taken.

Chris Allen is a member of Omega Psi Phi Fraternity, Inc. and is a recent graduate of Ball State University. In addition to being actively involved in his fraternity he was a member of the Ball State Football Team, as well.

COMMMUNITY EXCELLENCE

All three governing councils were recently recognized at the Mid-American Greek Council Association annual meeting. The Interfraternity Council and the National Pan-Hellenic Council received the Council Management and Public Relations awards and the Panhellenic Council received the Council Management, Public Relations, Academic Achievement, and Self-Governance & Judicial Affairs awards. Ball State was one of only two universities to have all three councils recognized.

CHAPTER ACCOMPLISHMENTS

Several fraternities and sororities at Ball State were recently recognized at their organization's annual or biennial (inter) national conference. The successes these chapters have achieved prove that the positive impact these organizations engender reach far past the borders of the Ball State campus.

Alpha Gamma Delta

The women of Alpha Gamma Delta were recently recognized as members of the 11-year Jewel Society. This honor recognizes the chapter for contributing at least \$2,000 every year, for the past 11 years, to the organization's international philanthropy.

Alpha Omicron Pi

The women of Alpha Omicron Pi attained the Ruby Level of their organization's standards program. The Ruby Level is the highest level a chapter can attain and the Ball State chapter was one of only 13 chapters to achieve this honor.

Phi Mu

The women of Phi Mu were recognized with the Rose and White Award. The award is bestowed upon the overall most improved collegiate chapter of Phi Mu.

Phi Delta Theta

The men of Phi Delta Theta at Ball State University were recently recognized with three awards. The first award was the Bigger's Ritual Award, which is bestowed upon a chapter who continuously conducts weekly ceremonies of friendship, sound learning, and moral rectitude. The second award was a Community Service Award for the chapter's outstanding involvement with the local Muncie community. Finally, the chapter was recognized for their improvement over the last year in community service, scholarship, ritual, and recruitment by receiving the Improvement Citation Award.

Theta Chi

The men of Theta Chi were recognized with the Excellence in Recruitment Award and the Howard R. Alter Award. These awards are presented to chapters who excel in the recruitment of new members and who demonstrate excellence in all aspects of chapter operations, respectively. The Ball State chapter of the Theta Chi Fraternity was one of seven chapters to receive the Howard R. Alter Award.

CHAPTER + COMMUNITY

PROVIDING QUALITY GREEK HOUSING

Sorority Houses Established

When students returned to campus for the spring 2008 semester, Riverside Avenue had a completely different look! For the first time in Ball State University history Panhellenic sorority women could enjoy the benefits of Greek housing.

Alpha Gamma Delta, Kappa Alpha Theta, Phi Mu and Sigma Kappa relocated to Riverside Avenue when DeHority residence hall complex closed for renovations in November 2007. The houses are university owned and managed and house 3-4 members each.

When DeHority reopens in fall 2009, it will not house sorority suites. These four sororities will remain in the houses until a final decision is made about the future of sorority housing at Ball State.

Goal 4, Objective B: Use of current sorority suites and future space options will be assessed and a long-term plan developed based on information gathered.





Greek Village Project Moves Forward

The closing of DeHority residence hall complex and the addition of four fraternities colonizing or re-colonizing on campus over the next five years, led to discussions about the creation of a Greek Village. When this information was presented to undergraduate sorority members and alumnae, many questions were raised; however, the majority of individuals were interested in exploring the idea of sorority houses at Ball State. A decision on the direction of this project will be made within the next year.

Goal 4, Objective B: Use of current sorority suites and future space options will be assessed and a long-term plan developed based on information gathered.



Mallory Cheever

SORORITY HOUSE LIFE

Lime green, pink, and sky blue. Those are the colors Mallory Cheever chose to decorate her room. Mallory is a member of the Sigma Kappa Sorority and is currently living in the new Sigma Kappa chapter house. The women living in the Ball State owned houses are free to add personal touches to their rooms. This was an attractive feature for Mallory. "I was really excited to move into the house," Mallory said. "I liked the idea of having my own room and being able to personalize it."



Mallory, a sophomore in Biochemistry, lives in the chapter house with two members from her new member class. She said the experience has enabled her to grow closer to those members. "We watch movies, study, and cook together. I really like living with my housemates."

The chapter house has also been beneficial for Sigma Kappa as a whole, she explained. "It is great having a bigger space to meet and hang out." The general membership uses the house for meeting space and to socialize with one another.

VIBRANT+WELCOMING

ENHANCING THE BALL STATE GREEK EXPERIENCE

ALTERNATIVE SPRING BREAK

On March 8, 2008, Austin Gerber departed for an unusual spring break location. While his peers were travelling south to the sandy beaches of Florida or West to the snowy mountains of Colorado, Austin travelled to Grantville, Pennsylvania. So what's in Grantville? That is where the Capital Area Therapeutic Riding Association (CATRA) is located. CATRA is a not-for-profit association that provides recreational and therapeutic horseback riding to people who are physically- or mentally-challenged. Austin and 12 other fraternity and sorority members travelled to Grantville to spend a week doing community service. The trip was part of the new Greek Alternative Spring Break program, which is organized by the Office of Student Life and the Interfraternity and Panhellic Councils



As the Vice President of Community Outreach for the Interfraternity Council, Austin helped pioneer the Greek Alternative Spring Break program. "I have the responsibility of promoting the program so I felt the best way to promote it was to attend the trip myself," Austin stated. The purpose of the program is to provide Greek students with an alternative to traditional spring break activities. "Service is a corevalue of our Greek community," Austin explained. "The trip was a way for us to spend a week helping the less fortunate."



Austin Gerber

The students who attended the trip supported CATRA by performing manual farm labor. "We assisted with a variety of everyday chores, but the most common ones were feeding all the animals, cleaning the horses and their stalls, and helping with the daily lessons given to the people with various disabilities, "explained David Niedzwiecki, a member of the Phi Delta Theta Fraternity. The services the association offers are funded by donations. David said the extra help was greatly appreciated by the CATRA staff.

The trip to Grantville was the first service event sponsored through the Greek Alternative Spring Break program. Rest assured it also will not be the last. Austin is already busy organizing a trip for 2009. He hopes the event will be as successful as the one in 2008.

Austin is a member of the Delta Tau Delta Fraternity. He currently is a junior in Nursing.

OUTLINING UNIVERSITY EXPECTATIONS

Accreditation Draft Completed

With the help of the accreditation implementation team, the Office of Student Life produced a draft of the new standards document for the fraternity and sorority community. The new accreditation program will be implemented in January 2009.

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.





A Socially Responsible Greek Community

The Greek community risk management policy was revised by students, alumni and university staff last spring. The new policy focuses on aligning campus policies with national organization risk management policies. In addition, it will assist Ball State Greeks with managing socially responsible events and addressing risk issues relevant to Greek organizations. The new policy will be implemented in spring 2009 along with a comprehensive risk and crisis management education program.

Goal 7, Objective A: All current risk and crisis management plans will be reviewed and updated.

MEASURING THE GREEK EXPERIENCE

Greek Experience Survey

During the spring of 2008, members of the fraternity and sorority community completed the Greek Experience Survey. The questionnaire is a national survey that featured over 60 questions. The results of the survey will be used to provide feedback to individual chapters and to measure the progress of the Greek community as a whole.

Goal 8, Objective B: The Greek Experience Survey (created by the Center for the Student of the College Fraternity) will be disseminated to each undergraduate member of the Greek community.

EXPERIENCE+SUCCESS

CHAPTER & COMMUNITY GROWTH

COMMUNICATING THE BENEFITS OF GREEK LIFE

Greek Connections Team

The Greek Connections Recruitment team has been created and members have been recruited. The team is being trained to provide presentations in the spring in an effort to get more people interested in joining fraternities and sororities.

Goal 6, Objective A: A recruitment team for the entire fraternity and sorority community will be created. The purpose will be to coordinate all-Greek recruitment events and presentations and to ensure a consistent message is communicated to the campus.



Market Research

Market research was conducted in the fall of 2007 to determine why students are not joining fraternities and sororities. The information was used to identify Greek perceptions on campus and revised the current marketing plan to focus more on personal selling and sales promotion and less on advertising. The market research will be conducted again in 2008 to evaluate perceptions and trends towards the Greek community.

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



EXPANDING THE FRATERNITY COMMUNITY

New Chapters Colonize

The IFC fraternity community has been aggressive in their expansion efforts. Office of Student Life staff and fraternity leaders have worked in cooperation with Delta Sigma Phi and Lambda Chi Alpha staff over the last year to bring these organizations to campus. Delta Sigma Phi colonized in spring 2007 and is striving to complete chartering requirements this semester. Lambda Chi Alpha arrived on campus this fall and has been successful in their re-colonization efforts to recruit high quality men. Their goal is to re-charter the fraternity in spring 2008.

Goal 6, Objective C: The fraternity expansion committee will be re-convened to examine the success of new chapters and re-evaluate timeline for future expansions/re-colonizations.

The Freshman to Sophomore retention rate for Greek students during the 2007–2008 school year was 90.64%. This is an increase of 2.74% from the previous year.



INTENTIONAL RECRUITING

Strengthening Recruitment Skills

The Office of Student Life partnered with staff from several national organizations to provide educational recruitment workshops for the fraternity and sorority community. These workshops covered a wide range of topics including motivating members, developing conversations skills and marketing Greek organizations. Representatives from nearly all Panhellenic and IFC chapters were in attendance.

Goal 6, Objective B: A comprehensive recruitment strategy will be developed and periodically updated to reflect changes in the campus climate.

Strengthen Partnerships with Orientation, Admissions, Housing, Late Night

A new program was forged between Greek organizations and Ball State Late Nite. Greek organizations co-sponsor Late Nite programs and compete for a \$1000 prize annually. The prize is awarded to the Greek organization with the highest percentage of participation in Late Nite programs.

Greek specific training programs were held with Orientation student leaders, Admissions staff and Housing and Residence Life hall staff during the last year.

Goal 6, Objective A: A consistent plan will be developed that outlines opportunities for interaction between non-Greeks and Greeks through programs such as Late Night and athletic events.

EXAMINING THE RECRUITMENT STRUCTURE

NPHC Intake Policy

The NPHC intake policy was finalized and introduced in January 2008. The policy outlines guidelines for membership intake.

Goal 6, Objective D: NPHC fraternity and sorority chapters will follow a standardized communication process when conducting membership intake.

The number of women accepting bids during Panhellenic Formal Recruitment increased 27% from fall 2007 to fall 2008.

Panhellenic Recruitment Changes

Panhellenic sororities switched from the fully structured recruitment style to partially structured recruitment for fall 2008. The new structure allowed chapter members and potential new members to have conversations in settings where they could learn more about each other and the personalities of each sorority. Because of the relaxed setting chapter members felt more comfortable talking with potential new members and selling the benefits of sorority life. The changes this year helped the Panhellenic community have a successful formal recruitment.

Goal 6, Objective D: PHC sorority formal recruitment will be revised with specific focus on location, timing and content.

PEOPLE+IDEAS

STRENGTHENING GREEK LEADERSHIP

GREEK LEADERS GAIN BROADER PERSPECTIVE

Cody Willis did not know what to expect when he registered to attend the 2008 Mid-American Greek Council Association annual meeting. As the recently installed president of the Interfraternity Council, he hoped the conference would help him transition into his new office while providing him with ideas for new programs. "I wanted to meet students from other campuses to see what their Greek communities do," Cody explained.

The Mid-American Greek Council Association or MGCA provides educational resources to chapter and council officers. While the association is situated in the Midwest, students from across the United States and Canada attend the annual leadership conference. The numerous educational seminars provided many opportunities to network with students and fraternity and sorority advisors. Cody never passed on the opportunity to ask questions of the presenters and other students.

Attending the leadership conference also helped Amanda Hendrix transition into her new role. "It helped me become more organized and focused," she explained.

Similar to Cody, Amanda used the conference as a way to benchmark, as



well. "I gained a better appreciation for the Greek system and what we have at Ball State." Amanda has good reasons to be proud of the community's accomplishments. As the current president of the Panhellenic Council she had the honor of accepting four awards the council received. The Panhellenic Council was recognized with the Academic Achievement, Council Management, Public Relations, and Self-Governance & Judicial Affairs awards.

Reflecting on his experience, Cody said the conference helped him see what Ball State's Greek community could be. Two of his goals as a result of attending the conference were to improve the way council meetings were run and to create more opportunities for chapters to interact. To accomplish these goals, Cody began hosting periodic open forums, where chapter presidents could meet to discuss challenges and successes in an informal environment. The forums helped improve inter-chapter relations.

Cody is a member of Sigma Phi Epsilon. He is a senior majoring in Economics and Finance.

Amanda Hendrix is a member of Kappa Delta. She is currently a junior pursuing a double major in Telecommunications and Communication Studies.



LEADERSHIP

Greek Leadership Class Revamped

The Greek Leadership class received a recent makeover. The class now focuses on emerging Greek leaders looking to take on larger leadership positions within their chapter or the Greek community. The curriculum is rooted in several well-known leadership books and provides opportunities for students to apply the knowledge gained through in and out of class assignments.

Goal 5, Objective A: The curriculum of the Greek leadership course will by revised and a marketing plan developed to encourage participation in the course.

Transitioning Chapter Officers

Interfraternity and Panhellenic Council's created and implemented a program to allow for consistent and intentional transitions of incoming and outgoing officers. A chapter officer transition retreat manual was created. The retreat is flexible and easily adaptable to meet specific chapter needs.

Goal 5, Objective A: A specific program will be created for consistent and intentional officer transitions for both chapters and councils.

GREEKS GIVE BACK

Alternative Spring Break

Thirteen Greek men and women participated in the first ever Greek Alternative Spring Break in spring 2008. They visited Grantville, Pennsylvania volunteering for the Capital Area Therapeutic Riding Association (CATRA). These fraternity and sorority members completed over 360 hours of service during their spring break vacation!

Greeks completed 7,683 service hours during 2007. Nearly \$43,000 was donated by Greeks to local and national philanthropies in 2007.

NEW OPPORTUNITIES

Greek Peer Mentors

Greeks Advocating the Mature Management of Alcohol (GAMMA) was reorganized this past year and is now known as the Greek Peer Mentors. GAMMA's purpose was to provide educational programs on safe usage of alcohol to fraternity and sorority members. Greek Peer Mentors are fraternity and sorority members trained by the Health Center and Counseling Center to provide a wide variety of quality programs that can be requested by each Greek organization. The programs can range from safe management of alcohol, eating disorders, drug abuse, sexual health and sexual assault. Having a peer mentor in each organization ensures members are better educated and informed about risk behaviors and actions they can take to change the behaviors.

LOOKING FORWARD TO YEAR TWO

Here are just a few of the 75 goals that have been outlined for the 2008–2009 academic year. For updates and more information about fraternity and sorority life at Ball State, visit www.bsu.edu/greeklife.

- Finalize the design and cost model for the sorority houses.
- Finalize direction of Greek Village project.
- Develop housing standards for all recognized Greek houses.
- Re-launch the Greek Life website.
- Explore options to utilize technology to provide regular updates and news about the Greek community to relevant constituents.
- Develop a comprehensive Greek risk and crisis management education program.
- Implement and evaluate the new risk management policy.
- Implement the new accreditation program.
- Work with Greek councils to host a series of joint Greek forums throughout the year.
- Work with councils to provide specific ongoing opportunities for Greeks to participate in local service projects.
- Schedule IMPACT or a similar values-based community program for the following academic year and secure funding.
- Utilize the Greek Connections marketing team to communicate a consistent Greek message.
- Work with IFC expansion committee to prepare for the arrival of Alpha Tau Omega.
- Provide intake/recruitment education programs to assist chapter with recruiting quality members.
- Assess leadership needs of all Greeks and create a Greek leadership program.
- Develop EdHi 401c Greek leadership class to target chapter presidents and council execs

- Provide self-assessment tools to chapters so that they can measure their strengths and weaknesses, with the goal of developing individual chapter strategic plans.
- Provide online training and development sessions for advisors each semester.
- Host a senior networking and etiquette dinner during the fall semester.
- Host a senior networking luncheon prior to Grand Chapter in the spring semester.
- Examine possibility of accepting tax-deductible donations for university owned houses and suites.
- Provide resources to faculty advisors to increase their knowledge of how to assist chapters.
- Increase the all-IFC, all-Panhellenic and all-NPHC grade point averages above the university equivalents. Maintain the all-Greek grade point average above the all-University grade point average.

