

BALL STATE UNIVERSITY GREEK LIFE



**GREEK COMMUNITY STRATEGIC PLAN
YEAR TWO PROGRESS REPORT
2007-2012**



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

GREEK CORE VALUES

- Personal Growth
- Relationships
- Dedication
- Individuality
- Ethical Behavior

BUILDING UPON THE SUCCESS OF YEAR ONE

Last year I wrote to you regarding the success stories from the first year of implementation of the Greek Strategic Plan. You may recall that we had a busy first year tackling the action items outlined in our plan. Through the efforts of many students, advisors, alumni and university officials we were able to increase Greek membership, expand the IFC fraternity community, open four new sorority houses, enhance academic support programs and implement a variety of new programs and initiatives.



The second year of the Greek Strategic Plan built upon the success of year one. The 2008-2009 academic year focused on improving upon the marketing and recruitment efforts made in the previous year, implementing the risk management policy and accreditation document and continuing to provide excellent academic support and leadership programs. I am proud to once again bring you a progress report summarizing our strides over the last year. Enclosed you will find stories of ways the Greek community is providing an unmatched experience to Ball State men and women.

As we begin our third year of the Greek Strategic Plan, I am amazed at the progress we have made in such a short amount of time. I know this year will be as successful as the first two because of the individuals who are committed to making this plan a reality. I continue to believe that 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 strides we are making. Please contact me at cwluyster@bsu.edu or 765-285-2621.

Sincerely,

A handwritten signature in purple ink that reads "Cara Luyster".

Cara Luyster
Assistant Director of Student Life

FOCUSING ON THE BIG PICTURE

FIRST FULL ACADEMIC YEAR A SUCCESS FOR SORORITY HOUSES



The first full year with sorority houses at Ball State was as successful as the first semester. Alpha Gamma Delta, Phi Mu and Sigma Kappa continued to enjoy the same benefits of having a house that they experienced their first semester. Kappa Delta was able to take advantage of the opportunity to move from their suite to an empty house in January. Focus groups conducted with sorority members indicated that overall, living in the house has been a positive experience and having the house has strengthened their chapter's sisterhood.

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.*

THE FRESHMAN TO SOPHOMORE RETENTION RATE FOR GREEK STUDENTS DURING THE 2008-2009 SCHOOL YEAR WAS 87.9%. THIS COMPARES TO THE BALL STATE RETENTION RATE OF 78.4%.

NEW PARTNERSHIP HOLDS KEY TO THE FUTURE

The Greek Community Program Fund was created in 2006 as a tax-deductible way for individuals to contribute to the overall goals of the Greek Strategic Plan and other important programming and marketing efforts. In 2008, a partnership was formed with Cardinal Funds, Inc. to serve Greek chapters. Cardinal Funds is a new charitable organization that works with the Ball State Foundation to administer chapter and individual accounts.

Cardinal Funds can accept both tax deductible and non-tax deductible gifts. The Greek Cardinal Funds can be used for a variety of needs, including academic scholarships, house building or renovation campaigns, chapter programs or leadership development opportunities. This new partnership will help Ball State Greeks reach community and individual goals while contributing the success of the Ball State Bold capital campaign.

Goal 2, Objective B: *Key donors from each fraternity and sorority will be identified that may assist in creating a capital campaign for chapters for programs and/or capital improvement.*

SORORITY HOUSE ENABLES SISTERS TO OVERCOME STRUGGLES

"My sisters made me really want to stay," junior Mallory Cheever said. Cheever was planning on transferring from Ball State last year, but it was her sorority sisters who convinced her to stay.

This is the second year Cheever has lived in the Sigma Kappa house on campus. "I didn't want to give up the community I had with them," Cheever said.

Cheever said she felt so homesick and thought transferring was the solution but she's glad that she stayed. "I haven't regretted staying one minute," she said.

Junior Catherine Metcalf also chose to live in the Sigma Kappa house a second year. She said like Cheever, she has struggled with homesickness. "I was homesick and the sorority house became my home at Ball State," she said. "It's a great support system for adjusting to college."



Cheever and Metcalf agree that living in the house has greatly added to their sorority experience. It's an experience they would not have gained if they had stayed in a residence hall.

"Even though it's great to meet people in move-in situations living with



sisters who are close anyway makes everyone even closer," Metcalf said. "We have that bond that we'll always have and it's just nice to automatically know they have your back."

While sorority houses typically house between three and four girls, other chapter members have access to the house. They are free to come and go. Cheever said the house is a more centralized meeting place and has really helped members bond.

"We want to make it to where anybody can stop by and hang out at anytime," Cheever said. "If you can bring your chapter together you have a better opportunity to then reach out and help other chapters."

Sigma Kappa has reached out to other sororities. When Kappa Delta members moved in nearby, the girls took over cookies to welcome them. Creating this type of community is a key goal of Greek Life.

"If all of the sororities had houses it would make the Greek community closer," Metcalf said. Cheever said she agrees. "It's important to have community among the Greeks," Cheever said. "When we come together we can show others that we are a united organization."

BRANDING A NEW LOOK FOR GREEK LIFE

NEW LOOK FOR BALL STATE GREEKS

The IFC, PHC and NPHC partnered with Innova Ideas and Services to create a new brand for the Ball State Greek community. The company began by meeting with students, advisors and university staff members to gain an insight into Greek life at Ball State. The brand was introduced this fall in recruitment publications. The next steps include revising all publications, further utilizing the brand and evaluating the current marketing plan. The Greek councils will continue to consult with Innova in an effort to create a long term comprehensive professional marketing plan.



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.*



STUDENTS COLLABORATE ON RE-BRANDING EFFORTS

Five months, multiple conference calls, several community surveys and eight drafts later, Greek Life finally has a new brand.

"It is so exciting to have a unifying image for ourselves that's positive, upbeat, and welcoming," junior and Panhellenic VP of Community Relations Jennifer Eakins said. The relief of the completion of the process is as great as her excitement, she said.

"We decided last semester that we have grown and decided it's time to make Greek Life more known and more pronounced," Eakins said. Eakins worked with Greek Life staff in the re-branding effort with Innova Ideas.

"Everyone is ecstatic about having a new Greek life logo," Eakins said. Students and staff have been really

supportive of the new brand, she said.

Senior and IFC VP of Public Relations Cory Schneider said, "I'm wild about it. It's so important that the community has an image to rally around." Schneider was also a part of the re-branding effort.

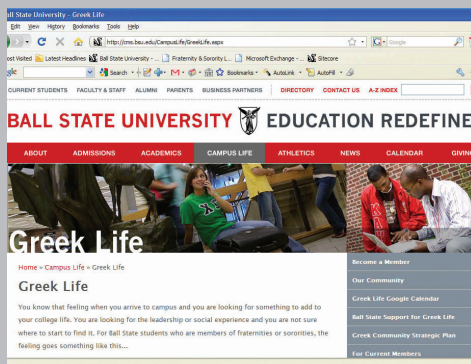
"Leaders in the community had always looked at the old logo and lack of a standard brand as a weakness in the community," he said.

Eakins and Schneider agree that the effort has paid off. "Our goal was to create something that would remain consistent and could be used for years to come. I'm confident that our new brand will meet that expectation," Schneider said. "It has lasting appeal, it's recognizable and it's effective."

WEBSITE RECEIVES FACELIFT

Last spring a new Greek life website was launched. The site matches the look of the university website and contains comprehensive information about every aspect of Greek life at Ball State. Future plans include adding a Greek blog, a virtual tour of Greek houses and suites and other forms of technology.

Goal 8, Objective A: The Greek life website will be updated to provide relevant, timely information as well as to reflect Greek values.



<http://www.bsu.edu/greeklife>

RESEARCH IDENTIFIES CHALLENGES

Once again, research was conducted this past year to determine why students are not joining fraternities and sororities. This year's survey provided more information than the previous year. The research revealed that the Greek community needs to differentiate itself from other involvement opportunities on campus, communicate successes and membership expectations more and have a stronger presence on campus.

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.

SCHOLARSHIPS USED TO ATTRACT NEW STUDENTS



IFC and Panhellenic offered multiple scholarships to incoming freshmen in an effort to identify more students with a demonstrated commitment to excellence. The scholarships were advertised over the summer and applicants were invited to interviews during recruitment events. The process will be evaluated and used again next year.

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

ACHIEVING COMMUNITY EXCELLENCE

COMMUNITY ACCOMPLISHMENTS

Once again, the Ball State governing councils were recognized at the Mid-American Greek Council Association annual meeting in February. The Interfraternity Council received the Council Management and Membership Recruitment awards and the Panhellenic Council received the Council Management, Membership Recruitment and Self-Governance & Judicial Affairs awards. In addition, Ball State was given special recognition with the MGCA Best Practices Award for the Greek Strategic Plan Year One Progress Report.



THE FALL 2008 ALL GREEK GRADE POINT AVERAGE OF A 2.986 COMPARED TO THE ALL CAMPUS AVERAGE OF 2.918. THE SPRING 2009 ALL GREEK GRADE POINT AVERAGE OF A 2.968 COMPARED TO THE ALL CAMPUS AVERAGE OF 2.932.

THETA CHI NATIONALLY RECOGNIZED FOR A SECOND TIME

Senior Brandon Steinbrook's phone would not stop ringing. Faculty, staff and alumni were calling to congratulate him on Theta Chi's award as a nationally recognized chapter.

Out of 131 chapters nationally, only nine are recognized each year. The recognition is the highest award a chapter can receive. It is based on results in 15 different categories ranging from academic achievement and community service to fraternity standards and risk management policies.

Steinbrook was serving as chapter president when Theta Chi was first recognized in 2008. "We were completely ecstatic when we won," Steinbrook said.

"It's been a goal of ours for the last five years or so prior to winning and we just hadn't been able to get there."

Theta Chi was recognized for a second time this past year.

Though Steinbrook has moved from being Theta Chi's president to the president of IFC, he still sees the importance in a chapter striving for national excellence. "If the chapter is being nationally recognized then they are representing what a fraternity is meant to represent," he said.

"You should first be gentlemen, improving yourself, pushing your limits and gaining what you can out of college to better prepare you for a career."

CHAPTER ACCOMPLISHMENTS

Several fraternities and sororities at Ball State were recently recognized at their organization's annual or biennial national conference. These successes demonstrate a positive impact far past the Ball State campus.

ALPHA OMICRON PI

For the fifth year in a row, 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.

ALPHA PHI ALPHA FRATERNITY, INC.

The men of Alpha Phi Alpha were recognized with a prestigious district award this past year. They received the Indiana District College Chapter of the Year which they have won nine out of the last ten years.

PI BETA PHI

The women of Pi Beta Phi received a Pi level ranking at Convention this past summer. The Pi level ranking is awarded to chapters across the country that excel in multiple areas of chapter operations.

PHI DELTA THETA

The men of Phi Delta Theta were recognized this past summer with the Phi Delta Theta Community Service Award. This award is given annually to chapters who excel in the area of community service. This award is given to only 30% of Phi Delt chapters across the country.

GAMMA PHI OMEGA SORORITY, INC.

The Delta chapter of Gamma Phi Omega received the Notable Chapter of the Year recognition during a National Conference this past April.

PHI SIGMA KAPPA

The men of Phi Sigma Kappa were recognized with the Fred Shwengel Most Improved Chapter, Excellence in Chapter Management and Excellence in Associate Member Development awards this past summer.

KAPPA DELTA

The women of Kappa Delta were awarded the Achievement Award this past summer at their Convention. This award is given every two years to chapters across the country that are in the top 10 percent and meet academic, financial programming, reporting and risk management criteria.

SIGMA ALPHA EPSILON

Several men from Sigma Alpha Epsilon received high honors at their Convention in July. Tom Hickman won National Advisor of the Year, Pat Sullivan was one of the top 5 Presidents of the Year and Brad Thornburg was one of the top 5 Treasurers of the Year.

SIGMA NU

The men of Sigma Nu were recognized with the Manpower Award at their Convention this summer. The Manpower Award is given to chapters that show a 25% increase in membership over one year.

RAISING THE STANDARD OF EXCELLENCE

CHAPTERS CHALLENGED TO GO ABOVE AND BEYOND

In January, the Greek Excellence Document was phased out and a new accreditation system began. Students worked very closely with staff members to help create the accreditation process. The document outlines standards for all fraternities and sororities and is closely aligned with many national organization expectations. Chapters going above and beyond will be recognized and rewarded with financial incentives and those not meeting the minimum standards will be held accountable.



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.*

GREEKS PERFORMED 20,930 COMMUNITY SERVICE HOURS AND DONATED \$106, 156.03 TO LOCAL AND NATIONAL PHILANTHROPIES FROM FALL 2007 TO FALL 2009.



AWARDS ALIGNED WITH VALUES

The individual and chapter awards were revised to compliment the new accreditation program. The awards focus on academics, service, philanthropy and unity. In addition, an award for most improved chapter and chapter of the year will be given annually.

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

GREEKS ADOPT NEW RISK MANAGEMENT PHILOSOPHY



A group of students, alumni and university staff worked for two years revising the Ball State risk management policy. After conducting research of other schools’ and national

organizations’ policies, consulting with fraternity risk management experts and university legal counsel and educating student leaders on risk management, the Greek community adopted a new policy in February. The guidelines are based on the FIPG risk management policy which serves as the foundation for nearly all national fraternities and sororities and is similar to many other campus policies. The policy outlines specific procedures that must be followed at all Greek social events. IFC and Panhellenic worked diligently with chapter presidents to implement the policy and ensure everyone is educated.

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

USING TECHNOLOGY TO EDUCATE

A webinar was created to provide an overview of the differences between the old and new policies and guidelines for planning social events with alcohol. Specific officers were expected to review the webinar and demonstrate their knowledge of the new policy by passing an online test. The test was used along with other educational programs including a mocktail party and comprehensive day long FIPG training session. A task force comprised of students and university staff was formed last spring and will continue to meet this

semester in order to identify other components of the comprehensive risk management education program.



Goal 7, Objective A: *A comprehensive risk and crisis management education program will be created for council and chapter leaders, general members, new members, advisors, and housing corporations.*

EXPANDING THE GREEK COMMUNITY

IFC AND PANHELLENIC GET PHIRED UP!



Phired Up!, which is a nationally known recruitment education firm, visited campus in February to educate Panhellenic and IFC members on ways to recruit a higher quantity of higher quality members. Chapters were required to create recruitment plans that outlined their strategies for implementing the Phired Up! concepts. Future plans involve working with Phired Up! staff for the next twelve months to infuse values based recruiting into the culture of the Greek community.

GREEK MEMBERSHIP HAS INCREASED 5.4% FROM FALL 2007 TO FALL 2009.

NPHC PONDERES THE INTAKE EQUATION



The Office of Student Life provided NPHC Greeks with the opportunity to discuss membership intake traditions and marketing the Greek experience at Ball State. The award winning Intake Equation program challenged students to examine how they are living their organizations' values. This program resulted in the formation of a task force which is charged with strengthening the NPHC 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.*

FRATERNITY RETURNS TO CAMPUS

Lambda Chi Alpha returned to campus last fall. The re-colonization efforts were led by headquarters staff members and assisted by Lambda Chi alumni. More than twenty men joined the colony during the fall and spring semesters. In addition, they participated in many philanthropic events and held several socials with sororities. The goal is to be re-installed as the Iota Alpha chapter next fall. Alpha Tau Omega (ATO) will return during the fall 2009 semester.

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



PANHELLENIC RECRUITMENT CONTINUES TO IMPROVE



In 2008, Panhellenic introduced significant changes to formal recruitment. Throughout the last year those changes were evaluated and refined resulting in a 5 day partially structured format that included an open house round. The open houses were held over several days and had a Panhellenic theme. Women from all sororities attended and focused on selling the benefits of Greek life. In addition, the 5 day format was held over one weekend, which limited the time conflict with studying and other campus activities. Initial feedback indicates this format was well received and should be continued in the future.

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

AN INDIVIDUALIZED APPROACH TO RECRUITMENT



A referral system for students and alumni was created in the spring. The online process allows Greek members to collect names of potential members in a systematic manner. This year the referral system will be expanded with the hope of obtaining referrals from other offices on campus and Greek alumni.

Goal 6, Objective B: An IFC, NPHC, and PHC referral system will be created to encourage the recruitment of “maybe-joiners” by utilizing partnerships with faculty, athletics, offices, area businesses, etc.

COMMUNITY DEMONSTRATES GROWTH

Shortly after the strategic plan was unveiled, there were only 1,292 fraternity and sorority members. Marketing efforts, recruitment education programs and fraternity expansion has contributed to an overall growth in the Greek community and a significant growth among IFC fraternities. From fall 2007 to fall 2009, the community grew 5.4% to 1,362 members. During the same period of time, the number of men joining an IFC fraternity has increased 17.2% and total IFC membership has increased 19%.





INTERNATIONAL STUDENT FINDS A HOME AWAY FROM HOME

"Before I joined Greek life last year, I hated every aspect of it."

But senior Gozel Berkeliyeva said that began to change when she really started getting to know the ladies of Gamma Phi Omega. "They knew my feelings about Greeks but they started introducing me to more sisters. I saw the family aspect of it and they became my family away from home."

Berkeliyeva is studying Chemistry a long way away from her family in Turkmenistan. She said the thought of sorority life was overwhelming at first but she soon began to realize Greek life is more than the stereotypes portrayed on television and film.

"By being accepted I feel like I am at home, the culture of my sisters is similar to my culture so it's easy to relate to them," Berkeliyeva said. "We have a deep bond that's very special and almost sacred."

The family aspect is not the only reason Berkeliyeva decided to get involved. She said the opportunities for leadership were also really attractive. She is now the President of her chapter. "I saw the leadership position and I thought why not? If the university offers me this opportunity I should take it," she said.

Students need to take advantage of opportunities, Berkeliyeva said. "If you're a student and you expect to get something from the university you have to put something into it in order to get something out of it."



The opportunities have helped Berkeliyeva learn how to balance academics and leadership but also how to take advantage of everything the university offers. Still, it always comes back to family for Berkeliyeva.

"I am homesick almost every day," she said, "And every day I am grateful for having sisters who are there for me."

ENHANCING THE GREEK EXPERIENCE

GREEK LEADERSHIP CLASS EXPANDED

For over ten years, the Office of Student Life has offered a 2 credit hour Greek leadership class. This past spring another section was added that specifically targeted chapter officers. The course allowed students to learn from each other, develop key leadership skills and build community

all at the same time. The new course complimented the existing course well. The result was two different Greek leadership courses that targeted a broad range of students. Both courses count towards the university's Leadership Studies Minor.

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

LEADERSHIP CLASS BUILDS CONFIDENCE

Poster board, flyers, and speeches are all necessary components for running a successful campaign. But, junior Brad Thornburg says that he has a secret weapon that he hopes will help him win his chapter's upcoming election: skills he gained from Student Life's Greek leadership class. The class is designed to prepare members to take on larger leadership roles in their organizations.

"I'm running for president of Sigma Alpha Epsilon this November and I thought it'd be a great opportunity to network with other Greek leaders and to also learn how to be an efficient and effective leader," Thornburg said.

The class features open discussions, reflection journals on leadership books, interviews with national organization staff, group projects and collaboration opportunities. Thornburg said the best part of the class was the opportunity for leaders to discuss issues specific to their organization. "It's always best to have different points of view," he said.

"I also feel more confident in myself and the decisions I make. I



think my members are more confident in me too."

Thornburg also said he feels the skills he's learned through the class will help him in his career in International Business.

"I'm going to have workers of all different skill levels and I am going to have to be able to direct them and get the job done," Thornburg said. "I'll use these skills for the rest of my life."

IDENTIFYING LEADERSHIP NEEDS



The Office of Student Life conducted a leadership needs assessment last year to determine what leadership skills Greek members possessed and what they were lacking. This information is being used to develop leadership learning outcomes for fraternities and sororities. Leadership curriculum and programs will be evaluated, revised and implemented based on the learning outcomes.

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

GREEKS SATISFIED WITH EXPERIENCE

The national Greek Experience Survey was distributed in 2008 to assess various areas of the Greek experience including recruitment, chapter affairs, housing, alcohol use, academics, personal growth and development and overall satisfaction. Results from the survey have been compiled and are being provided to chapters to aid in chapter development. Responses indicate that 84.4% of Ball State Greeks were very satisfied or satisfied with their Greek experience. Individuals wishing to view full community results should contact the Office of Student Life.



Goal 5, Objective B: *The Greek Experience Survey will be disseminated to each undergraduate member of the Greek community. The survey will be re-administered fall 2009 and fall 2011. The results will be used to determine the concentration areas for the individual councils, as well as collective goals.*



MOVING FORWARD IN YEAR THREE

Here are just a few of the goals that have been outlined for the 2009-2010 academic year. For updates and more information about fraternities and sororities at Ball State, visit www.bsu.edu/greeklife.

- Work with Ball State Foundation to provide information to chapters and alumni about Greek Community Program Fund and establishing a chapter account.
- Provide recruitment training/ideas for advisors.
- Create a speakers' bureau/volunteer database of alumni/alumnae/graduate members who are willing to provide programs, mentor students, or consult periodically on a variety of topics.
- Utilize INNOVA to assess the effectiveness of the branding/marketing campaign. Provide timely reports to chapters.
- Establish leadership development committee charged with developing learning outcomes for office/council leadership development programs. Create long range plan to evaluate, update, eliminate and create programs that will become part of consistent Greek leadership development program.
- Create individual council officer training sessions.
- Work with IFC/Panhellenic to host Phired Up officer transition/training programs to ensure continuity and develop recruitment assistance plans and offer to chapters. Explore possibility of providing training programs to advisors.
- Establish consistent event that is co-sponsored with another office/student organization.
- Explore ways to increase Greek exposure and presence in campus (orientation and housing specifically) and local community.
- Resurrect Greek Peer Mentors as part of Greek councils.



- Create specific programs and training sessions to assist chapters in creating or improving their internal judicial/standards boards.
- Revise, enhance and expand risk management test to include a wider variety of topics and require more officers to take it.
- Continue work on comprehensive Greek risk and crisis management education program.
- Develop NPHC task force to specifically focus on NPHC related issues and action plans to address these goals.
- Work with councils & honoraries to identify ways to increase the number of students attending UIFI and regional/national conferences.
- Utilize Marketing GA to re-launch the Greek Strategic Plan.
- Establish plan to evaluate progress of Greek Strategic Plan and create another strategic plan.
- Develop educational tools that communicate key components and purpose of the Greek Strategic Plan to general members and alumni.
- Finalize the design and cost model for the sorority houses.
- Add more technology and flash to Greek life website.
- Distribute parents' newsletter.
- Create and distribute faculty and staff newsletter to increase awareness of Greek accomplishments.
- Complete comprehensive review of new risk management policy.
- Continue to offer a Greek alternative spring break and take steps to make experience more meaningful for individuals and community.





For now. For tomorrow. Forever.