

BALL STATE UNIVERSITY GREEK LIFE



Greek Community Strategic Plan Year Three 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

Core Values

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

Letter from the Assistant Director

Continued Growth

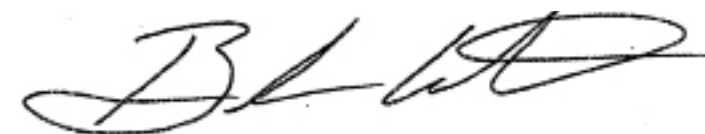
Year three of the Ball State Greek Community Strategic Plan is in the books, and we can be proud of the effort of our student leaders, advisors, alumni and university officials that support our community. The 2009–2010 academic year was defined by continued growth in total membership, number of chapters, service and philanthropy contributions, and overall commitment to our community's mission and values.

The 2009–2010 academic year saw new initiatives become traditions, values standardized into accreditation, and what was old has become new again. Chapter commitment to service and philanthropy has increased and the community challenges itself to improve performance. The Greek Life Accreditation and Awards program set standards of performance and provides a guide to improve chapter operations and the achievement of our guiding mission and values. The recruitment and marketing efforts in addition to successful community expansion helped the community continue to grow and surpass anticipated benchmarks. Enclosed you can learn more about these and other success stories from the Ball State Greek Community.

As we begin our fourth year of the Greek Strategic Plan I am excited to be a part of the community and I am excited for the success to come. The plan has provided the foundation for the community to build upon, and the commitment of our community stakeholders will ensure our continued pursuit of excellence. This is an exciting time to be Greek at Ball State!

If you are interested in learning more about the Ball State Greek Community please contact me at bjcutler@bsu.edu or 765-285-2621.

Sincerely,



Brandon J. Cutler
Assistant Director of Student Life



Enhancing Ball State Greek Life

Scholarships Used to Highlight Community Values

For the second consecutive year the Interfraternity and Panhellenic Councils 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 participate in interviews during the first few weeks of the fall semester. Over 200 students applied for the scholarships, and many of the scholarship applicants joined a fraternity or sorority. Additionally, the number of chapters offering scholarships as a recruitment strategy is increasing significantly.

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

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.

Sorority Housing Update



The Office of Student Life continues to work with our campus colleagues, local advisors and (inter) national organization representatives in exploring the options for a sorority village. During the fall of 2009, the sorority housing task group was provided with detailed information on the costs associated with constructing a sorority village based on a townhouse model. The group provided valuable insight and feedback to consider as we continue to move forward in the process. The Office of Student Life hosted a breakfast for the (inter)national organization representatives at the Association of Fraternity

Advisors (AFA) meeting in December and conducted follow-up phone calls with each organization in the spring to continue to answer questions and provide information. Correspondence with Student Life staff and (inter)national sorority presidents continues.

The next step in the process will be to integrate suggested changes into the proposed model. The staff continues to do outreach to individual organizations to answer questions and generate excitement among alumnae members. We are also developing a plan to assist with fundraising for the project.

Goal 4, Objective B: By fall 2007, use of current sorority suites and future space options will be assessed and a long-term plan developed based on information gathered.

Supporting Nationally Recognized Organizations

Community Excellence

The Ball State Interfraternity and Panhellenic Councils received awards at the Association of Fraternal Leadership and Values (AFLV) annual meeting in February. AFLV establishes criteria for outstanding council performance in a variety of areas and solicits applications from campuses across the country for recognition. The Interfraternity and Panhellenic Councils both submitted award applications.

The Interfraternity Council received the following awards:

- Council Management
- Risk Reduction and Management
- Self Governance and Judicial Affairs

The Panhellenic Council received awards in 7 of the 8 award categories and was considered a finalist for the Sutherland Award. The Interfraternity and Panhellenic Councils have not received recognition to this level since 1999.

- Council Management
- Leadership and Education Development
- Membership Recruitment
- Philanthropy and Community Service
- Public Relations
- Risk Reduction and Management
- Self-Governance and Judicial Affairs



Chapter Accomplishments

Several fraternities and sororities at Ball State were recently recognized at their organization's annual or biennial (inter)national conferences. The success these chapters have achieved demonstrates the positive impact these organizations have which reaches far beyond the borders of the Ball State campus.

Alpha Chi Omega

The women of Alpha Chi Omega received the Founder's Roll Award for donating \$100,000 to the Alpha Chi Omega foundation. They are only the fourth chapter nationally to receive this award.

Alpha Omicron Pi

Alpha Omicron Pi received the Pearl Award for Overall Chapter Recognition, an Academic Achievement Award, Total Award, and Philanthropic Participation Award.

Alpha Phi Alpha Fraternity, Inc.

The men of Alpha Phi Alpha were recognized with the Indiana District College Chapter of the Year.

Alpha Tau Omega

The Alpha Tau Omega colony was recognized with the Excellence in Recruitment Award at the Alpha Tau Omega National Congress. The award signifies membership retention over 95% and significant chapter growth.

Chi Omega

Chi Omega received an Award of Achievement at their National Convention. This recognition is the second highest honor given to Chi Omega chapters throughout the country and signifies their achievement in 5 of the 6 areas of standard.

Delta Zeta

Delta Zeta ranked 7th nationally for dollars raised per member with \$105.24 and for the number of service hours contributed per member with 34.

Kappa Delta

Kappa Delta was named a 5 Star Award Chapter at the Kappa Delta National Leadership Convention. This award is only given to the top 35 chapters out of 140 active chapters.

Phi Beta Sigma Fraternity, Inc.

Phi Beta Sigma won the State and Regional Collegiate Chapter of the Year awards.

Phi Gamma Delta

Phi Gamma Delta received honorable mentions in the Jordan Bowl for academic achievement and the Zerman Trophy for involvement in extracurricular activities. Additionally, member Michael B. Niezer tied for first place in the Wilkinson Award as Phi Gamma Delta’s most outstanding senior.

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.

Theta Chi

The men of Theta Chi were recognized with the Chapter Excellence Award which is the second highest award a chapter can win nationally.

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.



Accreditation Program Challenges Greek Community

Community Accreditation Results

The 2009–2010 academic year marked the first year of the Ball State University Greek Life Accreditation and Awards Program. The accreditation process outlines the basic expectations for chapters, assists chapters in monitoring and improving their overall achievement of the accreditation standards, and serves as the community’s award program.

The program is split into five areas of community values which are personal growth, relationships, individuality, dedication, and ethical behavior. Chapters are assessed according to their performance in the areas listed above and awarded an accreditation score of 1 to 5 stars, with 5 stars being the highest possible score. Chapters receiving 3-5 stars receive accreditation while those below 3 stars are considered non-accredited chapters. Chapters are assigned a Greek Life staff member who serves as an accreditation liaison responsible for assisting chapters throughout the accreditation process.



For the 2009-2010 academic year, 17 chapters received accreditation and 7 chapters were not accredited. Of the chapters that were accredited, 5 were 3 Star chapters, 10 were 4 Star chapters, and Chi Omega and Kappa Delta received 5 Star accreditation. In addition to the chapter accreditation scores, the Greek Awards program recognized Kappa Delta, Phi Gamma Delta, Sigma Phi Epsilon, and Gamma Phi Omega with the Top Chapter Award within their respective governing councils.

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.



Expanding the Greek Community

Alpha Tau Omega Fraternity Returns to Ball State

Ball State University welcomed Alpha Tau Omega back to campus in October 2009. The re-colonization efforts were led by headquarters staff members and assisted by Alpha Tau Omega alumni. Over 55 men have joined the colony, and an anticipated chartering date has been set for January 2011. In addition, the men of Alpha Tau Omega raised \$7,900 for Special Olympics with the Polar Plunge, won an intramural soccer championship, participated in numerous philanthropies, and won the National Recruitment Excellence Award from Alpha Tau Omega. ATO has established lofty goals for the future which include: becoming a Four Star Accredited Chapter on Campus, sustaining chapter membership above 80 men, raising more than \$20,000 a year for philanthropic causes, and being recognized as top chapter at Ball State and within Alpha Tau Omega nationally.



Establishing Colony is a Meaningful Experience

Matt Schafer is an Entrepreneurship and Professional Selling major from Zionsville, IN, and the President of Alpha Tau Omega. Matt credits his Alpha Tau Omega experience with establishing, developing and improving his leadership skills. Matt stated, "These skills will help me in the future with my career aspirations and in other areas of life. I have also learned how to work with different people from all walks of life to meet a common goal." The community experience has also been meaningful to Matt and the men of Alpha Tau Omega. "The best thing about my Greek experience has been the friendships that I have gained. Everyone in the Greek Community was so welcoming when we first came on and I thought that it would dwindle as we grew but that did not happen. They friendships that I formed at the beginning have grown into the men/women that I turn to when I have a question about anything in the community." After graduation Matt would like to work in a sales management position and eventually a consulting firm to help small businesses increase their sales.



NPHC Chapters Return to Ball State

Zeta Phi Beta Sorority, Inc. re-joined the Ball State Greek Community during the spring 2010 semester after a short absence from 2008 through 2010. The Zeta's returned to Ball State with a chapter of 6 women led by chapter President Jennifer Richardson. Jennifer is a Psychology and Social Work major from Indianapolis, and she plans to become a social worker within juvenile detention centers. Re-establishing Tau Nu chapter of Zeta Phi Beta Sorority Inc. has taught Jennifer the value of strong leadership skills and work ethic. She has also learned the value of teamwork and effective communication skills through her experience. Jennifer values the bond of sisterhood most, and said "Whenever there is a problem I know I don't have to undergo that stress alone because I have 5 other wonderful ladies that support me throughout my college career and love me as if I were really a part of their family."



The women of the Tau Nu chapter of Zeta Phi Beta Sorority, Inc. have goals to work toward promoting a higher level of Greek unity within Ball State's campus by partnering with other sororities and fraternities throughout the school year, including IFC and PHC. According to Jennifer, "As a chapter our goal is to attract ladies of quality to our organization and its purpose. We plan to host a wide variety of educational, spiritual, and fun programs that will challenge women to raise their standards of self-promotion and aspire to become leaders on this campus." We look forward to supporting the chapter as they pursue their goals and are excited about their return to Ball State.

In addition to Zeta Phi Beta Sorority, Inc. both Alpha Kappa Alpha Sorority, Inc. and Delta Sigma Theta Sorority, Inc. have plans to return to the Ball State community. Alpha Kappa Alpha will be returning during fall 2010 and Delta Sigma Theta will return during the spring 2011 semester. The addition of these organizations should significantly increase the size of the NPHC Community.

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.

Phired Up! and Ball State Continue Partnership

The Ball State Greek Community and Phired Up! partnered to educate fraternities and sororities on the value of dynamic recruitment. Phired Up! is a nationally recognized recruitment education firm that works with NPC sororities and IFC fraternities to enhance recruitment skills within chapter membership. The partnership between Phired Up! and Ball State was the first of its kind between Phired Up! and an entire Greek community.

Phired Up! staff met with our PHC sororities during the fall 2009 semester. Chapters participated in interactive workshops to gain a better understanding of recruitment concepts and apply them to their own chapters and formal membership recruitment. Mallory Cheever, Panhellenic Vice President of Recruitment, stated "the experience was very rewarding and gave chapters the knowledge and confidence to start recruiting in a new way."



IFC fraternities utilized the expertise and support of the Phired Up! "MD" program which provides chapters with educational programs on dynamic year-round recruitment practices and ongoing recruitment coaching specialized to the specific needs of the chapter. Support was provided via conference calls and web based technologies such as Skype. In addition, Phired Up! worked with chapters to create comprehensive recruitment plans. Chapters that took full advantage of the education and resources showed significant chapter growth and recruitment success.

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.



Phi Delta Theta Doubles in Size

Phi Delta Theta signed the largest new member class the chapter has seen since 1974. The class of 23 has a great mix of established campus leaders and talented young scholars. Utilizing a 365-day recruitment model, the active chapter of 24 members was able to increase their size by 96 percent. Two years ago membership had dwindled to 14 active members, but due to outstanding recruitment efforts from the active members and a renewed commitment from several alumni their future looks bright. Phi Delta Theta nationally also utilized the services of Phired Up! to implement a dynamic recruitment model within their chapters. According to Randy Thomas, member of Phi Delta Theta, "The majority of the success can be attributed to persistence." Randy also shared that "The chapter's potential new member pool comes 100% from direct contact with a member of the chapter or referral from an individual in the Ball State Greek system. Overall, the chapter made better usage of the recruitment practices that were already in place and applied them to the situation that will benefit the chapter in the best way." Apparently Phi Delta Theta's application of the dynamic recruitment model is paying dividends.



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 Growth Continues

The Ball State Greek Community has continued to demonstrate growth in total membership and chapters. From fall 2007 to fall 2010, the community grew 12% to 1,466 members, compared to the 1,292 members recorded immediately following the unveiling of the Strategic Plan. Increased marketing efforts, a recruitment education partnership with Phired Up!, and chapter expansion have contributed to overall growth in the Greek community. During the same period of time, total IFC membership has increased 19%, total Panhellenic membership has increased 10% and total NPHC/NALFO membership has increased 40%. The primary reason for such substantial growth within NPHC/NALFO is the emergence of Gamma Phi Omega and Phi Iota Alpha, the historically Latino/a chapters.



In addition, the Panhellenic Community voted to increase chapter total to 75 women during 2009, which was a direct result of increasing chapter sizes. The average chapter size for Panhellenic chapters has increased from 65 members in fall 2007 to 83 members in fall 2010, which is the largest average chapter sized since 2004. Quota also increased from 17 new members in fall 2007 to 29 members in fall 2010. The average chapter size for IFC Fraternities increased from 40 members in fall 2007 to 55 members in fall 2010.

Gamma Phi Omega Experiences Significant Growth

Over the past few years Gamma Phi Omega has grown from a 1 person chapter to a 9 person chapter which received the Notable Chapter of the Year award two years ago and won 10 awards from Ball State’s Grand Chapter. Much of their success can be attributed to the outstanding young women that make up their membership. According to Alisha Rocha, Gamma Phi Omega member and NPHC Vice President, “I love being Greek and feel that since joining Gamma Phi Omega I have grown so much and I have no regrets. I actually almost went home after my first semester to attend a community college, but instead I met some people who were Greek and the rest is history.” Alisha is a junior majoring in elementary education, and has also been involved as a C.L.A.S.S. Mentor (Cardinal Leadership and Service Seminar), has worked with EXCEL and has been involved with the Student Government Association.



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

Strengthening Greek Leadership

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 newly developed Greek Academy provided new members with educational programs focusing on teambuilding, time management, drug and alcohol education, and risk reduction and management. Additionally, the Greek Academy program will provide skills development programs for chapter officers throughout the year.

UIFI Student Profile

The Undergraduate Interfraternity Institute (UIFI) is sponsored by the North American Interfraternity Conference and is the premier student leadership experience for undergraduate fraternity and sorority members. Heather Anderson, from Granger, IN, is a Hospitality and Food Management major with a minor in Leadership Studies and is a graduate of UIFI. UIFI helped Heather become self aware of her beliefs and values and has helped her to become a more confident leader and person. UIFI helped Heather understand the importance of creating a shared vision and engaging others in the process of creating change. Heather has the following advice for anyone considering the UIFI experience. “Do it! It will change the way you view leadership and help you become the most successful leader you can possibly be!”



Heather is a member of Phi Mu Sorority and is the Panhellenic Vice President of Membership Development. She is also involved with the Greek Week Steering Committee, Order of Omega, and Rho Lambda Honorary.

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



Impact of Strategic Plan Efforts

The Greek Strategic Plan has been the guiding force behind many of the improvements within the community over the past 3 years. Below are a few statistics that indicate the impact of the Plan on the Ball State Greek community.

Academics:

The Greek Community again surpassed the all BSU grade point average for the 2009-2010 academic year. The fall 2009 all-Greek grade point average of 2.951 surpassed the all-campus average of 2.926 and the spring 2010 all-Greek grade point average of a 2.960 surpassed the all-campus average of 2.949. This marks the 10th consecutive semester that the Greek Community has met or exceeded the all-campus grade point average.

Membership:

Greek membership has increased 12% from fall 2007 to fall 2010.

Service/Philanthropy:

Ball State fraternities and sororities preformed 15,504 hours of community service and donated \$80,100.99 to local and national philanthropies during the 2009 – 2010 academic year. Since fall 2007 Ball State fraternities and sororities have contributed over 36,000 hours of community service and \$180,000 to local and national philanthropies.



Moving Forward in Year Four

Here are just a few of the 96 goals that have been outlined for the 2010-2011 academic year. For updates and more information about fraternities and sororities at Ball State, visit www.bsu.edu/greeklife.

1. Increase the all-IFC, all-Panhellenic and all-NPHC grade point averages above the university equivalents. Maintain the all-Greek average above the all-university average.
2. Strengthen partnerships with alumni and advisors and provide training and development opportunities for advisors and advisory boards.
3. Increase use of assessment to evaluate critical programs such as risk management, marketing, recruitment, accreditation, and retention.
4. Ensure Greeks have access to safe, quality and satisfying housing options.
5. Increase total undergraduate membership in fraternities and sororities through membership recruitment and retention.
6. Implement dynamic recruitment principles throughout community recruitment events and within chapter recruitment practices.
7. Strengthen the community year-round marketing plan and consistently communicate the Greek Life mission and vision to all constituents.
8. Establish a community that upholds policies, achieves high standards, ensures health and safety of members and guests, and practices self-governance by upholding our community mission and vision at all times.
9. Provide and develop high quality staff members who demonstrate excellent customer service.
10. Work with councils to increase positive interaction with other groups and demonstrate Greek values regularly.
11. Communicate key components of the Greek Strategic Plan and provide timely updates to important constituents.
12. Continue to develop and enhance existing leadership and membership development programs that meet the educational needs of specific groups of community members. These programs should provide practical skills development for new members, chapter officers, general members, and emerging leaders.
13. Establish a plan to evaluate progress of the Greek Strategic Plan and determine the future planning needs for the community.
14. 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.



