



Ball State  
University



Greek Life

Strategic Plan Update 2015–2016

The information in this booklet references updates within the *Greek Life Strategic Plan 2013–2018*. To review sections not included in this update, please reference the 2013–2018 plan document, available through the Office of Student Life.

## 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.
  - The graduation rates for fraternity and sorority members are:
    - 4 Years: 52.1%
    - 5 Years: 70.7 % (2014-2015)
- ii. By May 2016, increase the freshman fraternity retention rate to 85 percent.
  - The retention rate of freshmen fraternity members is 87.38%. (2014-2015)
  - The retention rate of freshmen fraternity members is 86.67%. (2015-2016)



### Objective B: Academic Performance

- i. By May 2016, increase the average NPHC GPA to 2.9 or better.
  - a. In the spring of 2016, the Office of Student Life implemented an academic plan for the NPHC members who had two or more academic midterm deficiencies. During the one-on-one meetings with the students, issues hindering academic success and challenges within courses and personal life were discussed. After identifying the problems they were facing, they created academic goals and plans for their Greek letter organization and themselves, as well as personal plans for the aspects within their personal life that were creating barriers to academic success. Finally, they put a timeline on each of their goals to ensure they could measure success. Their academic plan was sent to them immediately following the meeting, and the graduate assistant who works with the NPHC council followed up with the students one month after the meeting.
    - i. The spring 2016 average NPHC GPA is 2.89 (2015-2016)
- ii. By May 2016, increase the average PHC GPA to 2.9 or better.
  - The PHC GPA is 3.20. (2014-2015)
  - The PHC GPA is 3.213. (2015-2016)
- iii. By May 2016, increase the average IFC GPA to 2.9 or better.
  - The IFC GPA is 3.016. (2014-2015)
  - The IFC GPA is 2.959. (2015-2016)

### Objective C: Academic Support

- i. By May 2013, the fraternity and sorority community will implement a recognition strategy for academically high-achieving members.
  - Each spring semester, the Greek Week Committee provides a Scholarship Banquet for students who have obtained a semester or cumulative grade point average of a 3.5 or higher. Students are invited to this banquet and given a certificate and some sort of recognition piece (agenda, pen, etc.) for their accomplishments. (2013-2014)
  - Each fall semester, the governing council provides a cookout for members

with a 3.5 GPA or higher, and councils recognize high academically achieving members and chapters. (2013-2016)

- Ball State also has a chapter of Order of Omega and Gamma Sigma Alpha. (2013-2014)
  - a. Order of Omega is a leadership honor society for members of fraternity and sorority organizations. Order of Omega recognizes juniors and seniors who have exemplified high standards in the areas of scholarship, leadership, involvement within their respective organization, campus, and local community. Members are selected from the top 3% of students at Ball State University. (2013-2014)
  - b. Gamma Sigma Alpha is the premier organization committed to the academic success of members and alignment with the academic missions of Ball State University. Students are eligible for membership based on grade point average and membership in a Greek fraternity or sorority. The Society strives to uphold the high ideals of scholastic achievement and therefore, only students with a cumulative grade point average of 3.5 or above (on a 4.0 scale) at the start of their junior year or a grade point average of 3.5 or higher in any semester during their junior or senior year are eligible. (2013-2014)
    - PHC and NPHC As for Days to recognize the chapter with the highest percentage of As per member in the month of February. (2014-2015)
- iii. By January 2014, the fraternity and sorority community will partner with the Ball State Learning Center to create academic support programs.
  - The Learning Center has presented at NPHC delegation meeting in the spring 2014 and 2015 semesters and materials have been shared with all councils about services and resources provide by the Learning Center. (2013-2014)
  - Graduate assistants provided materials from the Learning Center to all students who had a midterm deficiency starting in the spring 2015 semester. (2014-2016)



# 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, 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.
  - A committee of students representing IFC, NPHC, and PHC were gathered to evaluate and review the risk management policies adopted by their representative councils. The decision was made to continue to the education of risk management policies at the beginning of each semester and to encourage member chapters to program in areas related to sexual assault prevention, alcohol misuse, health and wellness, and anti-hazing initiatives. (2014-2015)
  - Ball State Greek Life continues to operate within the FIPG risk management guidelines. As updates to FIPG were provided, the community policies and education were updated. (2015-2016)
- 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.
  - The risk management review committee created four best practices guides: health and wellness, sexual assault prevention and discrimination, social media usage, and alcohol misuse. These best practices are accessible on the Greek Life website. (2014-2015)

### **Objective B: The fraternity and sorority community governing councils (IFC, 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.
  - The community has developed an ongoing partnership with the Victim Services Advocate and the University's Title IX Coordinator to train Risk Managers and other members of the Greek community on Title IX to be able to provide information and train their chapters on this topic. The first training will be in the fall 2014 semester with annual trainings taking place in the spring semesters. (2013-2014)
  - The IFC hosted Sexual Assault Awareness week during the fall 2014 semester and Sexual Assault training in partnership with the Office of the Victim Advocate in January of 2015. (2014-2015)
  - The Associate Director of Student Life updated the semester risk management training to reflect the new Ball State Title IX policies and procedures. (2014-2015)
  - IFC/NPHC/PHC hosted a Sexual Assault Awareness week in April 2016. It included collecting donations for A Better Way, educational programming including showing The Hunting Ground, and providing information on resources provided by Ball State. (2015-2016)
  - Greek Peer Advocate (GPA) Program is focused on sexual assault prevention and bystander intervention. Created by a student in the fall and implemented

in the spring, this pilot trained 63 Greek members representing 22 of our 30 organizations on topics such as: Title IX, University reporting structures, consent, bystander intervention, and creating safe events. After their semester of training, the GPAs go back into their chapters to provide education and awareness about these topics. In the spring 2016 semester, there were 11 chapter pilot trainings to gauge effectiveness and response. From the success of the pilot, a semester planning team called Lead GPAs was developed, consisting of five students. In the fall of 2016, we have created director roles and Lead GPA positions for 12 students on the executive planning team. (2015-2016)

### **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.
  - The Ball State University Greek Life Accreditation Program allows chapters to create their own goals and vision for the year, while building a plan with the values of their organization. The requirements asked that each chapter create an action plan as outlined in eight separate areas. Chapters were tasked with following through with their plan throughout the year, and presenting it to a panel of community stakeholders including council leaders and dedicated alumni. Chapters were assigned a Needs Improvement, Meets Expectations, or Exceeds Expectations in each category. (2013-2014)
  - In the fall of 2014, a committee of four students and three Office of Student Life staff members reviewed the accreditation program and made suggestions for minor edits. The changes reflected were editing the names of the standards of accreditation and the guidelines for potential goals in each of the areas, scoring, removing information about chapter development status, inserting requirements for meeting with accreditation advisor, addition of a timelines, and end-of-the-year presentation guidelines. (2014-2015)
  - 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.
    - a. Focus groups were conducted in the fall of 2015 to solicit feedback on the judicial process. In the spring of 2016, both the IFC and PHC Vice Presidents of Internal Affairs revamped the council judicial board training. These trainings include information on a fair process, when to remove yourself from a hearing, a review of policies, and a mock trial. (2015-2016)
  - 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 and Enrollment Services.
    - a. Focus groups were conducted in the fall of 2015 to solicit feedback on the investigation and adjudication procedures. While chapter members understood the basic information of the process, they expressed a need for understanding the exact policies that were potentially violated in writing at the beginning of the process, as well as creating a flow chart to understand when something is adjudicated through the Office of Student Life versus a council judicial board. In the spring of 2016, a template letter was created for the violations that are under investigation, as well as a flow chart for the adjudication process. The flow chart has been added to the Greek Life website. (2015-2016)



# 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

- 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.
  - a. A training module was created in the spring and summer of 2016 in partnership with the Ball State University Alumni Association, as well as several inter/national headquarters staff who specifically work with alumni in their roles. This training will be piloted for Alumni Relations Chairs and other interested members in the fall of 2016. (2015-2016)
- ii. By August 2015, the Office of Student Life will collaborate with fraternity and sorority alumni/alumnae, and headquarters to provide training, resources and best practices for house corporations, fire safety, and facility improvement projects.
  - a. Research was conducted on best practices for fire safety. An informational brochure was created and is available on the Greek Life website and will be distributed each semester during council meetings. (2015-2016)

### 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.
  - Greek Life staff provides a training session for Orientation Leaders during Orientation Leader training prior to the start of Orientation
  - The Associate and Assistant Directors of Student Life provide a 30 minute presentation to parents on day two of 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 Athletic Department to build athletic support among members.
  - On November 6, 2013, members of the Greek community supported Project 10K with Dance Marathon at the Ball State v. Central Michigan football game. (2013-2014)
  - In the fall of 2014, the IFC Executive Council will test pilot transportation to and from Ball State home football games to encourage attendance of Greek students. (2013-2014)
  - Several fraternity chapters have initiated members of athletics teams into their chapter including, Alpha Phi Alpha: 2 football student athletes, Phi Kappa Psi: 2 football student athletes, Pi Kappa Phi: 1 football student athlete, Sigma Alpha Epsilon: 1 swimmer. (2013-2014)
  - IFC President Andrew Sharp has met with a graduate assistant for the Cardinal Club to explore how IFC chapters could better support athletics including purchasing marketing space. (2013-2014)
  - The IFC and Panhellenic partnered with the Athletic Department to present an award during the Chirpies for the Greek organization with the most attendance at athletic events. (2014-2015)

### 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.
  - An evaluation of the role of the previous advisory council has been completed by the Program Coordinator and Assistant Director. In replace of an advisory council the Greek Life staff has identified one chapter advisor from a PHC, IFC, MGC, and NPHC chapter to serve as a sounding board for new community wide ideas, assist with program evaluations etc. (2013-2014)
  - A board of House Corporation Presidents/Advisors for the IFC chapters with houses has been developed and a primary contact with the advisors has been established. (2013-2014)
- 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.
  - Beginning in the spring 2013 semester, a councilwide executive board meeting was hosted for the executive board members of all the councils to come together to provide updates on the councils progress, plan all council events and discuss matters of mutual concern. This meeting now happens each semester. (2013-2016)
  - Each January, 50+ student leaders from all the councils (IFC, NPHC and PHC) gathered to attend the Greek Leadership Summit. There, students discussed personal leadership, all Greek initiatives, policies and procedures, and similarities/differences between organizations and groups. The students engaged with one another at an off-campus location, overnight for two full days. Programs included personal leadership styles, Accreditation/Policy Workshop, History of Greek Life, Proper Risk Management protocol, and individual time with council officers and chapter presidents. (2013-2015)
  - Each spring student leaders from all the councils (IFC, NPHC and PHC) attended the Central Fraternal Leadership/National Black Greek Leadership Conference through the Association of Fraternal Leadership and Values. There, students attended education sessions, large group speakers, and various social activities with over 2600 student leaders from across the United States. Student traveled together, ate together and were intentionally placed in hotel rooms with other students not a part of their council. Throughout the conference, students were referred as the 'Ball State Delegation', rather than their specific council—this ultimately enhanced community bonding and relationship building amongst the respective council leaders. (2014-2015)
  - New Member Greek Academies were implemented in both semesters of the 2014-2015 academic year and included members from all three councils. The format for New Member Greek Academies was programming over the course of three days in the fall, and in the spring providing a one day Greek Academy event. The goal of New Member Greek Academies is to educate, collaborate, and build relationships across chapters and councils. (2014-2015)
- iii. By December 2013, the Office of Student Life staff and student leaders will develop and implement a comprehensive communication plan for all stakeholders.
  - Stakeholders are communicated with in several ways. *The Greek Weekly* electronic newsletter goes out each week of both the fall and spring semesters to every active chapter member, as well as chapter advisors, faculty, staff and alumni who have elected to receive it. This is also published on our social media accounts. The Office of Student Life staff hosts chapter advisor meetings no less than three times per year. Headquarters staff receive a letter each summer with highlights from the previous academic year and updates on the community. In January, an individualized letter is sent to each headquarters regarding the chapter's accreditation status. Lastly, contact information for chapters and well as information regarding the chapter homes during breaks is communicated four times a year with the University Police Department. (2015-2016)

# 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.
  - Pi Kappa Phi colonized in November 2013 and chartered as the Iota Chi chapter in November of 2014. (2013-2015)
  - The expansion committee met in November 2013 to evaluate the feasibility of expansion. The committee decided not to invite another fraternity to campus for the next year. (2013-2014)
- ii. By May 2017, NPHC will explore the addition of one new chapter.
  - Kappa Alpha Psi, Fraternity Incorporated returned to Ball State in August 2013. (2013-2014)
  - Iota Phi Theta, Fraternity Incorporated will return to Ball State in April 2014. (2013-2014)

### 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 chapters.
  - Throughout the 2014 calendar year the NPHC and multicultural chapters were educated through the OSL staff regarding the 5 member minimum. As of spring 2015, six of the nine NPHC and multicultural chapters were above the five member minimum. (2014-2015)
  - As of Spring 2016, six of the seven that this impacts were above the five member minimum (2015-2016)
- iii. By May 2017, total membership of the fraternity and sorority community will be 2,060.
  - As of the spring 2015 semester report our community has 2,121 members. (2014-2015)
  - As of Spring 2016 semester report, our community has 2,243 members (2015-2016)
- 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.
  - Social media training workshop—April 2014 (2013-2014)
  - A staff-facilitated recruitment workshop created for chapters. (2014-2015)
  - IFC brought in Launchpoint Solution's Recruitment Bootcamp program to present to the entire community and meet with chapter recruitment teams individually. (2014-2015)
  - PHC brought in Phired Up to present to the entire community and an interactive workshop with Recruitment Counselors and chapter recruitment chairs. (2014-2015)
  - The PHC community participates in iValU for potential new members and WeValU for chapters during formal recruitment to help both groups identify values they are looking for in a chapter or in new members. (2013-2016)
  - IFC Recruitment Workshop hosted a recruitment skills training in April, 2016 for chapter recruitment committees and new members. (2015-2016)

- PHC Recruitment Workshop with Launchpoint Solutions Recruitment Bootcamp hosted an event for chapter recruitment chairs and Panhellenic recruitment guides. (2015-2016)
- The Greek life staff has created a 60-minute recruitment workshop that chapters can request for the staff to present on recruiting with values, expressing expectations of Greek membership, and identifying new ways to engage potential members. (2014-2016)

### 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.
  - A demographic study was completed on members racial identity in the spring of 2015 and will be completed bi-annually. The study indicated members identified in the following ways:
    - a. In total, 1 student identifies as Native American.
    - b. In total, 19 students identify as Asian.
    - c. In total, 49 students identify as biracial.
    - d. In total, 80 students identify as Black or African-American.
    - e. In total, 6 students identify as foreign.
    - f. In total, 2 students identify as Hawaiian or other Pacific Islander.
    - g. In total, 89 students identify as Hispanic.
    - h. In total, 22 students identify as unknown.
    - i. In total, 1,913 students identify as Caucasian or White. (2014-2015)





# 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.

- i. Greek Life supported and participated in SGA's Countdown to Kickoff events in the fall of 2013. (2013-2014)
- ii. The IFC and Panhellenic chapters supported Project 10K with Dance Marathon and Athletics in November of 2013. (2013-2014)
- iii. The Greek Week Committee partnered with Late Nite to co-host a Late Nite in March 2014. (2013-2014)
- iv. The Greek Community partnered with Student Rights and Community Standards through investigations as well as chapter education during Greek Academies. (2013-2014)
- v. Greek Life partnered with EIL to promote both spring 2014 speakers and to engage the Greek Community in participating in both events. (2013-2014)
- vi. The community developed an ongoing partnership with the Victim Services Advocate to train Risk Managers and other members of the Greek community on Title IX to be able to provide information and train their chapters on this topic. (2013-2014)
- vii. The community will continue to build new partnerships each year based on the needs of the community. (2013-2014)
- viii. The Greek community partnered with Student Rights and Community Standards, Career Center, Excellence in Leadership and Student Volunteer Services for trainings, educational programs or community service opportunities and tracking. (2014-2015)

- ix. The Greek community partnered with the University Police Department (Cookout for the Cops), Office of Victim Services, the Title IX Coordinator, Vice President of Student Affairs and Enrollment Services/Dean of Students and the University President (2015-2016)

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

- i. The staff members have created leadership development curriculum workshops for chapters to be presented by a staff member in the areas of Risk Management, Inclusion, Conflict Resolution, Recruitment, Council Understanding, Values and Ethics and Parliamentary Procedure. (2014-2015)

### 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.

- i. During the 2014-2015 academic year the fraternity and sorority community raised \$265,811.73. In the spring 2015 semester alone, \$176,537.14. (2014-2015)
- ii. During the 2015 calendar year the Greek community raised \$263,937.04 and recorded 35,914.57 community service hours. (2015-2016)

### Objective F: By November 2016, the Office of Student Life will identify and utilize a tool to assess the learning that occurs as a result of fraternity and sorority experiences.

- a. During the summer of 2015, the Office of Student Life staff developed an assessment of the membership development initiatives in the Greek community. The focus of the assessment was on programming, community engagement, and skills developed through membership in a Greek organization. There were 451 responses collected. Common themes of skills developed were confidence, time management, leadership, and maturity. Responses indicated areas of high impact membership development programming specifically through brotherhood/sisterhood events at the chapter level. Students noted establishing valuable relationships and networking opportunities as benefits of membership in the Ball State Greek community. (2015-2016)







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*.

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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. 345710-16 dsc