

Executive Summary[JH1]

The Office of Greek Life facilitates an educational process, which provides resources and programs to promote the growth and development of students affiliated with fraternities and sororities at the University of Arkansas. Our overall mission is to enhance the academic, cultural, moral, leadership, and social development of students in Greek-lettered organizations as a productive and viable lifestyle on campus. In 2014, Greek Life had many accomplishments in the following areas:

Recruitment and Expansion: Greek membership exceeded expectations by reaching an all-time high of 6033 members this academic year. Forty percent of this year's freshmen class joined a Greek-lettered organization. Over 94% of the women who participated in sorority formal recruitment received a bid. The Panhellenic Council become the first in the country to use a variable quota system that included national officers and volunteers on site to assist with this new process, and our all-Greek marketing campaign raised more than \$22,500 from various sponsors. The Interfraternity Council held formal recruitment in the fall and spring issuing more than 740 bids. As a result of our growth, we also developed a comprehensive sorority extension plan to bring new groups to campus through 2016. In addition, our multicultural councils, National Pan-Hellenic Council and the United Greek Council accepted 50 new members combined.

Community Service & Educational Programming Initiatives: Being part of a Greek organization provides ample opportunities for students to participate in activities that will enhance their personal development and leadership skills. The National Pan-Hellenic Council received national honors as the "Outstanding Collegiate Council" in the country. This award speaks volumes regarding the caliber of student leadership programs they host each year. Greeks Advocating Mature Management of Alcohol hosted its fifth annual "Greek New Members Only: "Keeping It Real" program for all new members. More than 85% of our new members received risk reduction tips as it relates to alcohol consumption, alcohol poisoning, and safety tips to consider when attending social events. In addition, we hosted Passport to Success which was designed as a program to help more than 756 Greek members prepare for internships, receive advice on personal resume and professional goals, and to understand the resources offered by the Career Development Center.

Diversity & Inclusion: One of the core goals of the University of Arkansas' Greek community is to advocate and actively promote a diverse and inclusive community. Through collaboration and student involvement, Greek Life partnered with various departments and community agencies to empower students with programs such as Global Greeks, Greek Summit, We're a Culture, Not a Costume, and Greek Getaway to name a few. This year, more than 2650 Greek students participated in all diversity efforts.

Assessment: In May, thirteen UA Greek chapters received Award of Excellence honors during the Order of Omega Awards Ceremony. The Award of Excellence recognizes top Greek chapters for outstanding achievement in the areas of scholarship, leadership development, risk management, community service/philanthropy, Greek relations, chapter management, and efficiency. Other achievements include:

- The All Greek Grade Point Average is a 3.237; All Sorority is 3.329; All Fraternity is a 3.074.
- Donated over \$422,800 to charities in 2012-2013.
- 21% of students on the U of A campus are Greek OR 1 in every 5 students on the U of A campus is Greek.[JH2]

Significant Achievements & Substantive Changes

What are your department's most significant achievements and substantive changes (favorable and/or adverse) this year? Provide a bulleted list. Hit the highlights please.

- Greek councils exceeded expectations by reaching an all-time high of 2258 new members during recruitment and new membership intake this academic year. Forty percent of this year's freshmen class joined a Greek-lettered organization. Currently, Greek membership is comprised of more than 6033 Greek leaders. This substantial increase contributes largely, but is not limited to over 94% of the women who participated in sorority formal recruitment received a bid. In addition, we are the only College Panhellenic in the nation to use variable quota.
- For the Spring 2014 semester, the All Greek Grade Point Average was a 3.248; All Sorority- 3.351; All Fraternity-3.060. During the Fall 2014 semester, the All Greek Average was a 3.284; All Sorority- 3.374; All Fraternity- 3.105.
- IFC, NPHC, and Panhellenic distributed more than \$17,000 in scholarships to new students and upperclassmen this past academic year.
- Hired two new assistant directors and three graduate assistants.
- All four Greek governing councils submitted a combined total of eleven award applications to the Association of Fraternal Leadership & Values Conference. Awards were presented in January 2015.

Changes Experienced This Year

Our office spent most of the year transitioning adjusting to being fully staffed, as well as worked tirelessly on various risk management issues.

Accomplishments Related to Division Strategic Goals

1. *Foster the ongoing development of an inclusive community-*
 - a. Throughout the year, our department and/or councils sponsored several Greek Life signature programs which promote an inclusive community. Those programs include but are not limited to Greek Getaway, Greek Summit, Greek Sing, Greek Panels, A Culture Not a Costume, and more. Our primary focus is to assist Greek leaders in gaining a better understanding regarding key topics such as diversity education and cultural acceptance, exposing them to community service opportunities, networking with other councils, risk management, and creating opportunities for collaboration. Speakers included: Brian Johnson from CAMPUSPEAK, Ashley McNamara (UA Conduct Office), Angela Oxford (Community Engagement), and UA Greek Life Staff. More than 3446 Greek leaders attended these events throughout the year.

2. *Enhance student learning -*
 - a. During the Fall 2014 semester, over 94% of our Greek chapters had over a 2.8 grade point average. Over 85% of our chapters had well over a 3.0 gpa as well. During the Spring 2014 semester, over 88% of our Greek chapter had over a 2.8 grade point average. We also had over 61% with a 3.0 grade point average or higher. For the Spring 2014 semester, the All Greek Grade Point Average was a 3.248; All Sorority- 3.351; All Fraternity-3.060. During the Fall 2014 semester, the All Greek Average was a 3.284; All Sorority- 3.374; All Fraternity- 3.105. Please see Appendix
 - b. In 2014, Passport to Success focused on career planning and development presentations along with interactive activities to aid preparation for life after college. This event was such a success that we offered it to upper classmen in the spring and to freshmen in the fall. More than 746 students totaled participated in this event. Sponsored by Greek Life and Career Development.

3. *Advocate rights and responsibilities through service to students and collaboration with partners-*
 - a. Greek Life and OSSC continues to work collectively with chapters and/or national headquarters to self-impose sanctions involving organizational disagreements, violations of constitutions and bylaws including recruitment, and hazing and alcohol violations. Collectively, we adjudicated **XX** Greek judicial cases in 2014.
 - b. Greek Life hosted several risk management events which included Greeks Keeping It Real and IFC Alcohol Summit. Collaborators included: the Health Center, University Housing, UAPD, Community Standards & Student Ethics, and No Woman Left Behind.

4. *Steward all of the Division's resources responsibly –*
 - a. Along with our Greek councils, Greek Life raised more than \$22,500 to continue funding our Greek Marketing Campaign. Top sponsors include but are not limited to That's Greek to Me, Andy's, Savoir-Faire, B Unlimited, and the UA Bookstore.
 - b. Greeks Going Green partnered with the Panhellenic Council and the Sustainability Office to collect recyclable materials during Recruitment Week 2014. We were the first UA organization/department to reach "Zero Waste" level.

5. *Communicate and collaborate effectively-*

- a. This academic year, Greek Life increased our social media efforts through its Facebook page and a Twitter account. As of July 1, 2014, we had over 6982 active Facebook Friends and 3966 Twitter Followers. We use both accounts to promote upcoming events, recruitment activities, and to showcase our programs through photos and videos. Currently, we have 9435 Facebook Friends and 4015 Twitter Followers.

Results and Impact of Assessment Efforts

Recruitment

Overall, Greek Life Recruitment 2014 [JH3][PSB4][PSB5][PSB6][PSB7] was a huge success. Despite the economic challenges our nation is facing, UA Greek Life continues to set record breaking numbers in the areas of signing up to join a UA fraternity/sorority, extended bids, and retention percentages.

In addition, our Panhellenic Council became the first in the country to use a variable quota system that included NPC national officers & volunteers on site to assist with this new process. This system was successful and was voted unanimously to be continued in 2015. Please view the following appendixes for more information regarding UA Greek Recruitment in 2014:

- Appendix 1 IFC Fall Recruitment Statistics 2014
- Appendix 2 IFC Spring Recruitment Statistics 2014
- Appendix 3 NPHC & UGC New Membership Intake Statistics 2014
- Appendix 4 Panhellenic Fall Recruitment Statistics 2014

Scholarship

- Appendix 5 Spring 2014 Grade Report
- Appendix 6 Fall 2014 Grade Report

APPENDIX 1_[UH8]

IFC Fall Recruitment Statistics 2014

	2014	2013	2012	2011	2010	2009
Number of Chapters Participating in Recruitment:	14	14	14	12	12	12*
Number of Participants Who Participated In Recruitment:	971	899	817	848	660	569
Number of Participants Who Went into Preference Night:	760	700	581	677	580	509
Number of Participants Who Were Matched:	690	630	563	578	563	505
Number of Participants Who <u>Did Not Match</u>:	92	70	18	99	20	4

**Each was released by all fraternities.*

Bid Percentage Rate for 2014: 690/971= 71.06%

Chapter Breakdown:

	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
Alpha Gamma Rho	14	22	4	14	19	17	20	20	25	27
Beta Theta Pi	74	38	12	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Farmhouse	10	9	6	11	18	7	3	2	4	3
Kappa Alpha	39	57	51	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Kappa Sigma	71	65	63	70	65	65	65	51	60	60
Lambda Chi Alpha	57	40	45	50	51	52	53	53	56	42
Phi Delta Theta	61	58	50	55	55	50	55	45	51	48
Phi Gamma Delta	77	55	52	46	50	47	49	24	36	14
Pi Kappa Alpha	81	60	48	69	60	50	29	40	44	45
Sigma Alpha Epsilon	50	58	56	47	50	55	54	54	52	51
Sigma Chi	48	49	46	48	50	48**	55	61	54	54
Sigma Nu	54	57	56	60	66	62	50	42	44	22
Sigma Phi Epsilon	41	44	52	55	36	31	4	18	20	14
Sigma Pi	13	27	50	25	13	16	35	N/A	N/A	N/A
Zeta Beta Tau		N/A	N/A	N/A	N/A	N/A	N/A	N/A	0	N/A

Number of Recruits Receiving Preference Choice:		#1	603
		#2	71
		#3	16

***In 2009, Sigma Chi only requested a quota of forty-eight (48) potential new members. Therefore, their numbers did not drop as it may appear within this report. It is the same for SAE in 2011 as well.*

APPENDIX 2

IFC Spring 2014 Recruitment Statistics Report

Number of Chapters Participating in Recruitment:	14
Number of Participants Who Participated In Recruitment:	261
Number of Participants Who Went into Preference Night:	186
Number of Participants Who Were Matched:	170
Number of Participants Who Did Not Match:	16

Bid Percentage Rate for Spring 2014: $170/261 = 65.13\%$

Chapter Breakdown:

<u>Fraternity</u>	<u>Bids</u>
Alpha Gamma Rho	4
Beta Theta Pi	20
Farmhouse	7
Kappa Alpha Order	16
Kappa Sigma	26
Lambda Chi Alpha	11
Phi Delta Theta	12
Phi Gamma Delta	23
Pi Kappa Alpha	0
Sigma Alpha Epsilon	10
Sigma Chi	12
Sigma Nu	13
Sigma Phi Epsilon	16
Sigma Pi	0

APPENDIX 3

NPHC New Membership Intake Statistics 2008-2013

Chapter Breakdown:

	2014	2013	2012	2011	2010	2009	2008
Alpha Phi Alpha	16	7	8	0	9	5	5
Alpha Kappa Alpha	17	14	0	9	10	17	0
Delta Sigma Theta	17	11	16	12	5	7	0
Kappa Alpha Psi	7	4	6	4	8	2	5
Omega Psi Phi	2	3	2	2	0	5	0
Phi Beta Sigma	3	7	2	0	0	1	3
Zeta Phi Beta	0	1	4	2	0	5	2

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United Greek Council New Membership Intake Statistics from 2007- 2013

Chapter Breakdown:

	2014	2013	2012	2011	2010	2009	2008	2007
Phi Iota Alpha	1	2	8	3	3	0	3	8
Sigma Iota Alpha	2	8	6	0	0	0	0	0

APPENDIX 4

Panhellenic Recruitment Statistics 2014

Number of Chapters Participating in Recruitment:	10
Number of Participants Who Signed Up for Recruitment by July 15:	1559
Number of Participants Who Participated In Recruitment:	1436
Number of Participants Who Went into Preference Night:	1340
Number of Participants Who Were Matched:	1333
Number of Participants Who <u>Did Not</u> Match:	7

**Released for intentional preference.*

Bid Percentage Rate for 2014: 94%

Chapter Quota for 2014=Variable

Chapter Breakdown:

	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
Alpha Delta Pi	162	125	154	131	64	53	51	43	49	47
Alpha Omicron Pi	135	125	152	137	101	80	80	68	91	N/A
Chi Omega	110	100	152	135	104	82	82	68	77	68
Delta Delta Delta	134	125	153	137	101	80	81	68	74	68
Kappa Delta	136	125	153	136	105	82	81	68	76	68
Kappa Kappa Gamma	112	100	155	134	105	84	82	68	72	68
Pi Beta Phi	112	100	153	132	103	82	80	68	78	6
Zeta Tau Alpha	135	125	154	137	103	82	80	68	77	68
Alpha Chi Omega*	140	100	127							
Phi Mu*	146	150	192							

***Fall Colonization Recruitment Numbers**