

# *Center for Fraternity and Sorority Life*

Discover the #UHGREEK in You



Program Questionnaire  
FY 24-25

- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

***Center for Fraternity and Sorority Life Mission:***

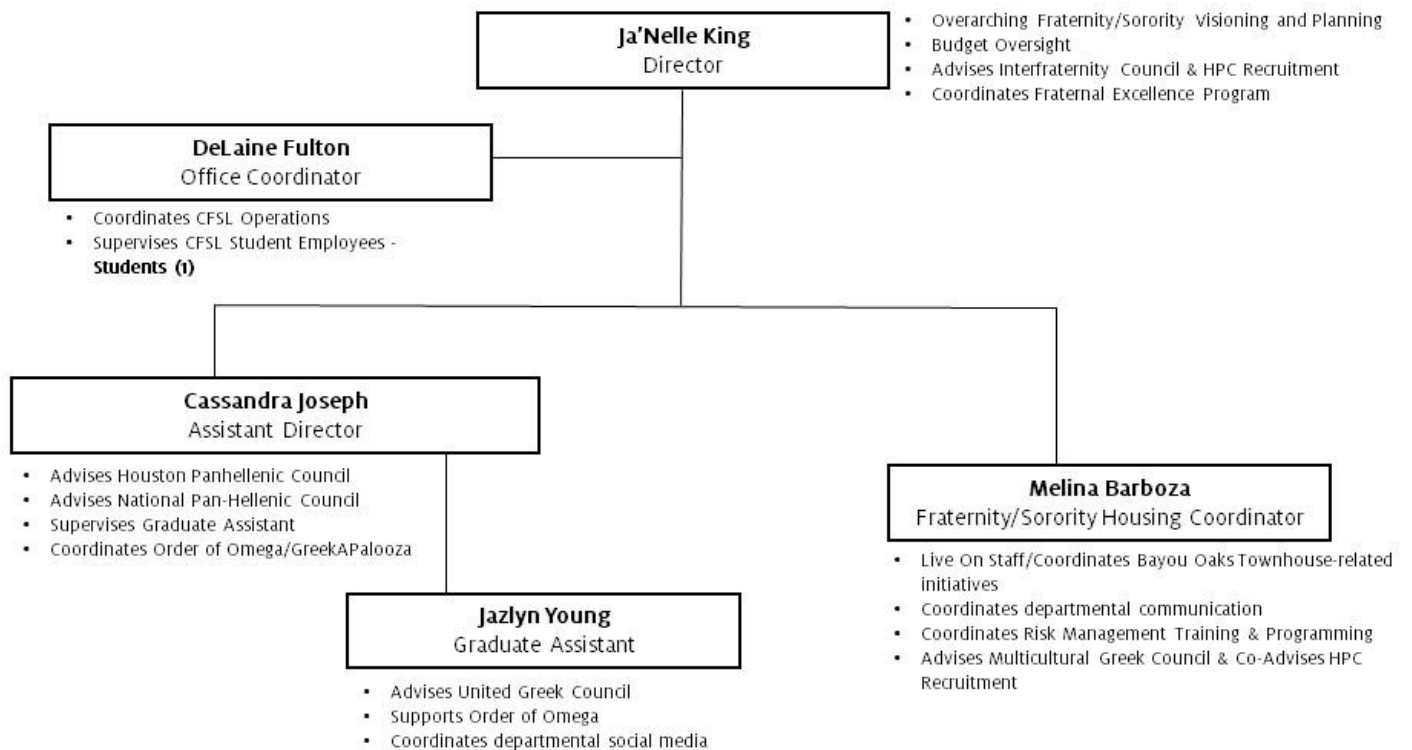
Through close collaboration with students and other stakeholders, the Center for Fraternity & Sorority Life (CFSL) fosters a values-based leadership experience by providing a meaningful and transformative fraternity & sorority experience where students will discover siblinghood, opportunity, leadership, philanthropy, community and overall student success.

**FY2023 in Overview:**

The Center for Fraternity and Sorority Life focuses primarily on the varied needs of the fraternity and sorority community at the University of Houston. In FY2023, the center had three full-time exempt staff, one non-exempt staff member, and one graduate assistant who focused on advancing both student learning and operational effectiveness within Greek Life. There was transition within the office, but the focus to advance Greek Life remained the same. Future goals and action items are tied directly to the six overarching areas for which the Center is directly responsible: Center and Community Operations, Advising and Coaching, Educational Programming, Planning and Assessment, Stakeholder Development, and Fraternity/Sorority Housing. The center is working hard to strategically grow our fraternity and sorority community, increase visibility, and instill community pride while also providing increased support and accountability to fraternity and sorority members and advising and coaching for chapters and councils.

The staff currently advises approximately 35 fraternities and sororities housed under five governing councils, the fraternity/sorority residential experience in Bayou Oaks, and participates in and develops a variety of Student Life and University initiatives. This Questionnaire will discuss the specific action steps we will take in order to best align the fraternity/sorority experience with university values and Division of Student Affairs Values. Additionally, we will discuss new and evolving programs and initiatives that will enhance the student experience. The CFSL is 100% funded by student fees, and we seek to be effective stewards of this funding and to provide students with experiences that are proven to meet the educational mission of the university. This year, the Center is requesting three one-time requests for FY2025 for Greek Week, the PhiredUp Partnership and an Educational Speaker.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



Additionally, CFSL advising staff rotate direct coordination of our flagship programs listed below on a yearly basis:

- Fraternity & Sorority Presidents' Leadership Summit
- Fall All Greek Educational Speaker
- Greeksgiving
- Fraternity/Sorority Night of Celebration
- Future Greek Leaders Academy
- Greek Week

3. **If your unit falls under the Division of Student Affairs, list your unit's strategic initiatives and action steps identified for the 2022 – 2023 academic year and cite the specific Division of Student Affairs (DSA) Strategic Initiatives and University of Houston Strategic Goals to which they can relate (links below). If your unit does not fall under the division of student affairs, explain, in detail, the strategic plan your unit operated under. Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/ action step changes during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.**

**DSA:** [uh.edu/dsa/about/strategic-planning/2019-2023/](http://uh.edu/dsa/about/strategic-planning/2019-2023/)

**UH Goals:** [uh.edu/about/mission](http://uh.edu/about/mission)

The staff in the Center for Fraternity & Sorority Life has identified the following strategic initiatives and action steps to be completed by the close of FY2023. All strategic initiatives are grounded in the six core areas of the Center for Fraternity & Sorority Life and, if applicable, tied to the Division of Student Affairs and Enrollment Services' Strategic Plan.

**Strategic Initiative #1 – Center and Community Operations - CFSL will maximize effectiveness and efficiency in regard to Center and Community-specific practices, policies, and procedures.**

- a. Action Step #1 – CFSL will work to develop strategies to educate students interested in becoming members of the FSL Community prior to their interactions with organizations. [DSAES Strategic Initiatives –SS.5; DSAES Values –Transparency; UH Strategic Goals – Student Success].

**Accomplished.** We were able to do extensive research with other institutions to see how they educate their potential new members and have developed an outline of potential opportunities we could implement. We have also in the meantime, increased marketing and touchpoints with potential new students through tablings and presentations.

- b. Action Step #2 – CFSL will benchmark other institutions to compare policies and procedures that support streamlined processes for expansion, risk management and chapter expectations. [DSAES Strategic Initiatives –R.2; DSAES Values – Innovation; UH Strategic Goals –Student Success].

**Accomplished.** The benchmarking for this project was completed and based on the results there were several ideas we felt we could implement over the next academic year in CFSL to ensure we are moving towards stronger risk management policies and procedures for student groups. These include Sober Monitor Training, Anti Hazing Training/Documentation, and New Member Educator Training.

**Strategic Initiative #2 – Educational Programming – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders.**

- a. Action Step #1 – CFSL will create a new educational leadership program for student leaders considered to be in the middle to encourage additional opportunities for involvement and prepare them for leadership roles in their chapters. [DSAES Strategic Initiatives –SS.1; DSAES Values – Empowerment; UH Strategic Goals –

Student Success].

**Partially Accomplished.** We were able to complete the outline of what the program would entail including potential trainings/workshops, but due to staffing shortages during the FY23 period in both CFSL and CSI this item is tabled for FY24..

**Strategic Initiative #3 – Stakeholder Development - CFSL will establish relationships and build influence with advisors, faculty/staff, and university alumni to build both human and financial support for fraternities and sororities.**

- a. Action Step #1 - CFSL will work to create additional opportunities for advisors to connect to the department as well as to one another to increase collaboration, communication, and support. [DSAES Strategic Initiatives – SS.3, R.1; DSAES Values –Collaboration; UH Strategic Goals –Student Success].

**Accomplished.** We hosted a CFSL Kick Off in Fall 2022 that allowed advisors to meet one another as well as gather information regarding the Center and ways to be involved. We also provided a survey in Spring/Summer 2023 for advisors to share with us ways we can continue to support them, communicate, and better serve them. Based on the results of that survey we will be implementing several new strategies to engage advisors further. These strategies include increased communication via email and a newsletter, additional training/guides on the website, and some sort of mixer, roundtable or connection opportunity.

**Strategic Initiative #4 – Fraternity & Sorority Housing – CFSL will partner with Student Housing and Residential Life to create a positive residential environment for fraternities and sororities.**

- a. Action Step #1 – CFSL will work with Housing to develop a strategy to promote group housing for organizations who do not qualify to live in Bayou Oaks due to housing corporation restrictions. [DSAES Strategic Initiatives –R.3, SS.5; DSAES Values – Collaboration; UH Strategic Goals –Student Success].

**Accomplished.** We provided a survey to students to gauge interest on living together in housing. Based on the results, we started the conversation with Housing, and are looking at some of the options that could be offered as potential for Fall 2024. We also determined there are some questions that may arise that we would need to think through to ensure success.

- 4. Please list your 2024-2025 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Values and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.**

The staff in the Center for Fraternity & Sorority Life has identified the following strategic initiatives and action steps to be completed by the close of FY2025. All strategic initiatives are developed around one of the six core areas of the Center for Fraternity & Sorority Life and, tied to the current Division of Student Affairs and UH values.

**Strategic Initiative #1 – To provide a roadmap for future planning within fraternity & sorority life. [DSA Value –Innovation, Integrity; UH Values - Resilience].**

- a. Action Step # 1 - Create a successful fraternity & sorority strategic plan and timeline that incorporates both action steps from the new DSAES Strategic Plan mapped items and CFSL External Review.

**Strategic Initiative #2 – Increase Risk Management Programming & Support for FSL community. [DSA Value – Empowerment, Community, Care; UH Values –Innovation, Collaboration].**

- a. Action Step #1 – Develop one new risk management and/or social responsibility program at Bayou Oaks hosted by CFSL & Housing.
- b. Action Step #2 – Increase collaborations for Hazing Prevention Week and Sexual Assault Awareness Month.
- c. Action Step #3- Create training for New Member Educators to highlight policies and outline best practices for potential new member experience.

**Strategic Initiative #3 – Expand current media campaign to highlight how to join FSL and the benefits to participating [DSA Value –Community, Integrity; UH Values – Innovation].**

- a. Action Step # 1- Create videos highlighting each council and their experience at the University.
- b. Action Step #2 – Develop unique marketing materials that tell the FSL story and promote the experience to those not yet affiliated, as well as the greater campus community.

**Strategic Initiative #4 - Explore developmental opportunities (professional development, academic, etc.) through on-campus and/or national/local/regional resources available for organizations. [DSA Value – Collaboration, Innovation, Empowerment; UH Strategic Goals –Resilience].**

- a. Action Step #1 – Place more intentional academic intervention resources on CFSL website for chapter/member use.
- b. Action Step #2 - Reframe recognition strategies for academic achievement in fraternities and sororities through awards as well as other avenues.
- c. Action Step #3 – Collaborate with campus partners to provide resources and information to chapters at more touch points sponsored by CFSL.

**i. Articulate how KPIs are tracked and how/when your unit utilizes them to measure progress towards your goals. Are there any deficiencies in your ability to measure your KPIs? If so, explain why.**

*a. Number/Percentage of students in Greek Life*

- i. The Center for Fraternity & Sorority Life tracks general membership data and, during fall and spring semesters, communicates how many men and women on campus identify as members of fraternities and sororities. We use this information to determine how the community is doing size wise in comparison to the number of chapters we have on campus.

*b. GPA*

- i. The Center for Fraternity & Sorority Life tracks academic performance data for all fraternities and sororities through self-reported membership rosters.
  1. There can be deficiencies due to the self-report of members and who is considered active/inactive or if someone is left off, and we have to reevaluate the data. We are working to streamline this process in FY24.

*c. Number of organizations*

- i. We track the number of chapters that are active each semester, and those that are inactive and why.

*d. Number of service hours/events*

- i. We track the number of service hours and events that chapters complete. We use Get Involved and get this information through organization registration.
  1. Information is self-reported so there can always be discrepancies.

*e. Recruitment rates*

- i. We track recruitment rates for each council and chapter. We are able to see peaks and declines over the years within councils and chapters and work with them to develop plans to increase exposure/recruitment plans if needed.

*f. Retention rates*

- i. We track FTIC retention rates as this is the comparison data we are able to use to compare with the University for retention.
  1. There are deficiencies in this because all chapters are not able to recruit first time in college students. We are looking for a better comparison and data sets to track student success across all chapters.

*g. Number of public events and/or attendance at each*

- i. We track attendance at each of our department sponsored events to showcase if events are working or if we need to evaluate further how we can support the community.

*h. Money raised for philanthropies*

- i. We track the number of philanthropy dollars raised and donated by chapters. We use Get Involved and get this information through organization registration.

1. Information is self-reported so there can always be discrepancies.

**ii. Identify the milestones laid out on the path to achieving the long-term goals you have laid out. How do these milestones contribute to your unit's ability to hold itself accountable to the long-term goals?**

- *Initiative #1* – Comparison completed of the Departmental External Review items to the Divisions new Strategic Plan to ensure the remaining goals from the External Review are in line with the goals of the division.
- *Initiative #2* – Completion of one new risk management event for the FSL community, and one additional partner for Hazing Prevention Week 2025.
- *Initiative #3* – Working with each council's leadership to develop the story for what makes their experience unique so we are able to articulate it to those not yet affiliated.
- *Initiative #4* – Connecting with other areas to determine resources and support for fraternities and sororities both academically and personally.

These milestones will ensure we as a department are on the same path towards student success as the division in a cohesive way. They will also hold us accountable in our long-term goals by strengthening our partnerships and increasing our collaborations. It will also help us long term to share the story of fraternity and sorority life and ensure the experience is showcased in a positive light.

**iii. In your response, identify who (besides the department director) is responsible for each milestone in the plan and for measuring each KPI you have identified.**

- *Initiative #1* – Director and Assistant Director will work together on this milestone.
- *Initiative #2* – Fraternity/Sorority Housing Coordinator and other campus partners.
- *Initiative #3* – All FSL staff
- *Initiative #4* – All FSL Staff



5. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data. If your unit holds events, please provide revenue sources breakdown of each revenue stream including but not limited to the number of:

- Tickets sold/number of attendees recorded – NOT APPLICABLE.
- Merchandise – NOT APPLICABLE.
- Concessions sold/distributed – NOT APPLICABLE.
- Revenue generated from these sales – NOT APPLICABLE.

	FY17	FY18	FY19	FY20	FY21	FY22	FY23
<b>Operations</b>							
Total Chapters	48	48	44	38	41	41	38
Total Members	1,568	1,532	1,468	1,297	1,104	1,172	1,121
<b>Academic Performance</b>							
Average Undergraduate Student GPA	2.920	2.956	2.99	2.99*	3.573	2.985	3.059
Average Undergraduate Greek GPA	2.880	2.878	2.869	2.872*	3.501	2.790	2.857
Difference	(0.040)	(0.078)	(0.121)	(0.118)	(0.072)	(0.195)	(.202)
% of Chapters Above All Men's/Women's/Student GPA	29%	38%	31%	32%	12%	12%	11%
<b>Flagship Program Attendance</b>							
Fraternity & Sorority Presidents' Leadership Summit	50	49	48	37**	45	43	33
ELEVATE Fraternal Leadership Conference	-	97	41	57	20		
Future Greek Leaders Academy	55	49	56	47		24	15
Fraternity/Sorority Night of Celebration	254	235	250	225		100	145
Greeksgiving						25	54
Greek-a-Palooza	-	355	386	157	536	551	545
Greek Week						94	572
Fall All Greek Speaker							200
<b>Fraternal Excellence Program</b>							
<u>Total Excellence Awards Given</u>	<u>46</u>	<u>44</u>	<u>38</u>	<u>44</u>	<u>39</u>	<u>64</u>	<u>60</u>
--Intellectual Development	6	6	9	4	7	7	9
--Leadership Development	9	5	5	7	6	8	12
--Service & Citizenship	8	9	6	9	7	19	18
--Meaningful Relationships [Bro/Sis/Siblinghood]	7	9	4	7	6	14	9
--Ritual and Values	16	15	14	17	13	16	12
<b>Social Media/Communications Influence</b>							
Instagram Followers	-	1,023	944	985	1,057	1,413	1,585
Twitter Followers	-	1,309	1,297	1,296	1,240	1,242	1,220

MailChimp 'Monthly Update' Unique Subscribers	2,270	2,808	3,734	3,772	4,810	4,924	4,581
MailChimp 'Monthly Update' Max Open Rate	39.90%	24.60%	16.17%	26.00%	17.7%	34.96%	36%
	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20</b>	<b>FY21</b>	<b>FY22</b>	<b>FY23</b>
<b>Retention/Persistence Data</b>							
First-to-Second Year Persistence (FTIC)	91.63%	85.92%	88.89%	91.48%	88.0%	NYA	NYA
First-to-Second Year Persistence (FTIC) *All-Students	84.9%	84.8%	86.0%	85.0%	85.0%	NYA	NYA
Difference	6.73%	1.12%	2.89%	6.48%	3.0%	NYA	NYA

NYA = Not Yet Available

\*Only Fall 2019 data included due to altered grading policy

\*\*Includes only first session of multi-session program

CFSL uses the following effectiveness measures on an annual and/or semester basis.

### **General Membership Data**

The Center for Fraternity & Sorority Life tracks general membership data and, during fall and spring semesters, communicates how many men and women on campus identify as members of fraternities and sororities. The campus has seen slow, steady increases in fraternity/sorority membership since Fall 2009 but has seen decreases since Fall 2018 that were amplified by COVID-19.

### **Academic Performance Data**

The Center for Fraternity & Sorority Life tracks academic performance data for all fraternities and sororities through self-reported membership rosters. Academic performance has continued to be an area of opportunity for the Greek community, as historically approximately 25-30% achieve a GPA at or above their all/men's/women's/student average. Complete reports can be found on the CFSL website at <http://www.uh.edu/cfsl/resources/reports/>.

### **Flagship Program Attendance**

CFSL measures program success in part by increases in attendance at CFSL-sponsored meetings, programs, and events. CFSL continues to strive to increase attendance to flagship CFSL programs as well as increase the number of programs and opportunities available.

### **Fraternal Excellence Program**

The Fraternal Excellence program is the University of Houston's assessment and awards programs designed specifically for fraternities and sororities and has been in existence since 2011. Throughout this program, fraternities and sororities discuss chapter accomplishments in each of five areas and receive awards, recognition, and feedback based upon their achievements in each area. Excellence awards are given to chapters considered to be excelling in any and/or all of the specific evaluation areas. This data assists the CFSL staff in identifying which areas the Greek community is excelling and which areas require additional attention.

### **Persistence/Retention Data**

Through its divisional progress card, CFSL tracks the retention and graduation rates of fraternity/sorority members, specifically the first-to-second year return rate and 6-year graduation rate. While 6-year graduation rates are not yet available for the data years included, fraternity/sorority members recently demonstrated a 3.00% difference in first-to-second year

retention rate, meaning those who join fraternities/sororities in their first semester are more likely to return for their second year at the university.

- 6. If your unit concluded FY2023 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

The Center for Fraternity & Sorority Life ended FY2023 with a Fund 3 contribution to Fund Equity of \$54,249. A large portion of this amount can be attributed to the vacancy within the positions of Fraternity/Sorority Housing Coordinator and Office Coordinator, as well as student employee positions.

The breakdown includes \$51,086 in salary savings from vacancies; \$8,502 in Maintenance and Operations; \$2,989 in unused administrative charges and a \$8,328 carry forward as approved by Dr. Maxwell.

The Maintenance and Operations total is due to funds that were unspent for travel as well as cost savings for programmatic efforts hosted by the Center.

- 7. Recognizing that the potential to generate additional Student Service Fee income for FY2025 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5.0% in your total FY2025 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

CFSL is a fully fee-funded operation, including all salary and benefits and maintenance and operations. As CFSL is unable to reduce salary and benefits dollars, all reductions would come from maintenance and operations, including programming dollars. A 5% reduction would equal \$18,118. Listed below is a line-item explanation of where cuts would be made, in addition to the challenges presented in navigating those cuts.

**5% Reduction Accommodation**

Cost Reduction	Description	Amount Reduction	Challenge
Travel [Fraternity/Sorority Presidents' Leadership Summit]	Conducting the 2-day retreat for chapter leaders on campus	\$6,000	Leaving campus for this experience allows for increased relationship-building and increased focus and commitment by participants. Hosting the program on campus would decrease those deeper opportunities.
Travel [Future Greek Leaders Academy]	Conducting the 2-day retreat for new chapter members on campus	\$6,000	Leaving campus for this experience allows for increased relationship-building and increased focus and commitment by participants. Hosting the program on campus would decrease those deeper opportunities.
Programs/Events [Fraternity/Sorority Night of Celebration]	Decreasing costs for food and awards hardware for Fraternity/Sorority Night of Celebration	\$3,500	The Fraternity/Sorority Night of Celebration has generated a reputation as a flagship, well-orchestrated event to showcase the accomplishments of the Greek community. Decreasing the budget for this event would increase the difficulty in recognizing high achievement and establishing a culture of excellence.

Travel [CFSL Staff Professional Development]	Decreasing budgeted funds for CFSL staff-related professional development	\$1,776	CFSL staff are expected to have expertise in all aspects of fraternity/sorority operations including housing, risk management, membership recruitment, diversity and inclusion, and so forth. Professional development allows the staff to gain that expertise.
Admin Charge		\$1,103	
<b>TOTAL</b>	5%	<b>\$18,379</b>	

This reduction would impact the experience we would be able to offer our Presidents and new members for the retreat we host for their development within and around the CFSL community. With this reduction we would not be able to take the students off site for the full experience. We would also need to adjust how we host our annual awards banquet to recognize all of the amazing contributions of the students within the FSL community to UH and their chapters. We would have to adjust the award hardware we provide as well as remove part of the social aspect of the ceremony. This reduction would also impact CFSL by reducing the professional development and growth of the professional staff within the department.

- 8. Please discuss any budget or organizational changes experienced since your last (FY2024) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.**

Since the FY2024 SFAC request, CFSL has hired both a new Office Coordinator, DeLaine Fulton and a new Fraternity/ Sorority Housing Coordinator, Melina Barboza. CFSL was granted \$10,500 in rollover funding that we were able to utilize to go off-site for our Future Greek Leaders Academy and Presidents Leadership Summit for the first time since before COVID. We were also able to increase educational programming for the community, fund opportunities for community building and intentionally engaging with students, including those who are not yet affiliated, to educate them on the FSL community. This included events around Hazing Prevention, a Fall Speaker that was open to the UH community and several community-based events for a Greek Week.

- 9. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

The Center for Fraternity & Sorority Life partners with the DSA Advancement area to identify development and fundraising opportunities that can assist our center in meeting its needs. CFSL has a completed a one-pager to be shared with potential donors through the DSA Advancement area.



**10. Does your unit generate revenue? (Please do not address donations in this question) If your unit does not generate revenue, respond “not applicable.”**

Not Applicable.

- 11. Does your unit raise money from donors and sponsors? If your unit does not receive donations or sponsorships, respond “not applicable.” If so:**
- i. Identify key staff members responsible for development and seeking sponsorships.**
  - ii. Provide financials for the current fiscal year, as well as the trailing five fiscal years including:**
    - 1. An analysis of your development activities. Include a breakdown of the nominal quantity of donors donating \$20m+, \$10m+, \$5m+ \$1m+, \$500k+, \$100k+, \$50k+, \$25k+, \$10k+, \$5k+, \$1k+, \$100+. Provide this both in terms of lifetime contributions and annual contributions.**
    - 2. An analysis of your sponsorship activities. Include a breakdown of total sponsorship dollars and identify your top twenty-five (25) sponsorship deals.**
  - iii. If applicable, provide a breakdown of each capital project or capital campaign in your unit. Explain how each capital project or campaign aligns with the goals and milestones laid out in your departments strategic plan.**

Not Applicable. The Center for Fraternity and Sorority Life does not individually raise money from donors or sponsors. As with most units, we work with UH Development and they seek donors on our behalf and oversee the process.

**12. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

The Center for Student Involvement (CSI) and the Center for Fraternity & Sorority Life (CFSL) both provide services for registered student organizations. This includes organization management, advisor education, and educational programming. However, CFSL serves the fraternity and sorority registered student organizations more closely, and provides organizational programs specifically tailored to the unique needs of fraternities and sororities. CSI and CFSL partner in many ways to best serve the needs of fraternities and sororities through a fraternity/sorority lens and a general student organization lens.

Additionally, multiple other campus departments offer programming designed to benefit members of fraternities and sororities that is also done in part by CFSL (Women and Gender Resource Center, UH Wellness, Center for Student Involvement). CFSL both engages these departments in ensuring Greeks are supporting their efforts while also providing educational programs that address the specific context of leading and managing risk within fraternities and sororities.

**13. What percentage of department M&O is allocated to marketing?**

- i. Please detail your comprehensive marketing strategy towards the student body including metrics used to measure the effectiveness of the marketing strategy.**
- ii. How much revenue is allocated towards the marketing strategy?**

There is not a specific percentage of our budget that is allocated to marketing. While we would appreciate the ability to have set amount to refresh our marketing each academic year, we create most of our marketing in house at no cost, or the cost is imbedded in our event budget. We have been able to purchase one or two ads through the Cougar for the Transitions and First Roar Magazine, and purchase giveaway items to promote our department at tablings and information sessions. This year we were able to spend 2.5% of our budget on marketing.

- i. Our marketing strategy for students consists of working to maintain social media presence on both Instagram and Facebook. We look to increase followers through out the academic year, by posting new content related to both current affiliated students and those not yet affiliated. We also promote digital signage around fraternity and sorority life around campus through various locations, and provide both a physical and digital brochure highlighting fraternity and sorority life. In terms of metrics, we are mostly able to track the effectiveness of our marketing through increase in followers on our social media platforms, open rates of our newsletter and increased attendance to events.
- ii. We do not have any revenue into the CFSL department. No revenue therefore is allocated towards our marketing strategy.

**14. If any of your funding from the student service fee goes to your general operating fund, please detail where any student service fees you received went and what they were spent on as well as future intentions if granted. Otherwise please respond “not applicable”.**

Not Applicable.

**15. How does your unit contribute to campus culture and improve the student experience? How is the effectiveness of these contributions measured by your unit if at all? What else can your unit do going forward to continue to improve your contribution to the student experience?**

**i. Does your unit contribute to turning students into coogs for life?**

The Center for Fraternity and Sorority Life contributes to campus culture by serving as the specific programming and advising space for recognized fraternities and sororities. We improve the student experience by offering a leadership development experience designed to help students discover opportunity, siblinghood, philanthropy, and community, and connect to others who share the values that matter most to them. We support many campus traditions, and university sponsored events such as Homecoming and Frontier Fiesta and many of the members of the FSL community are involved in other organizations and leadership positions on campus like resident advisors, orientation team leaders, student organization leaders, and/or university committee representatives. Through the experience fraternity and sorority life provides them they are able to showcase their leadership abilities in many ways on campus. Going forward the Center for Fraternity and Sorority Life is looking to improve our contribution to the student experience by continuing to support and grow campus traditions, both outside and inside our unit, and create a culture of community within fraternity and sorority life at the University of Houston.

- i. CFSL does contribute to turning students into Coogs for Life. The alumni base is strong at the University of Houston for fraternities and sororities. Joining a fraternity or sorority is a lifetime commitment in many cases and students carry the pride of belonging to a fraternal/sororal organization with them beyond their undergraduate experience and they often come back home to UH to celebrate and support the current undergraduates within their chapters.