1. Department Overview
   a. The Center for Fraternity & Sorority Life (CFSL) provides direct guidance and front-line advising to the 48 social and social-service fraternities and sororities and 5 governing councils that encapsulate the fraternity/sorority community. The Center currently has one (1) Director, three (3) additional full-time staff positions, and one (1) graduate assistant position.

2. Department Mission
   a. Mission: The mission of the Center for Fraternity & Sorority Life is to enhance the fraternity/sorority member experience in order to elevate our Greek community. This mission is achieved through intentional financial and human resources allocation in the following areas:
      i. Center & Community Operations
      ii. Advising and Coaching
      iii. Educational Programming
      iv. Planning and Assessment
      v. Stakeholder Development
      vi. Fraternity/Sorority Housing
   b. Vision: The University of Houston Center for Fraternity & Sorority Life will provide a nationally-recognized, urban, Tier One fraternity & sorority experience that serves as the primary vehicle for student success.
   c. NOTE: The Center for Fraternity & Sorority Life also makes use of its ‘Philosophy on Fraternity/Sorority Advising’ as a basis for departmental decision making.

3. Department FY17 Goals – All goals are scheduled with a completion date at the close of FY2017.

   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 FY2017.

Strategic Initiative #1 – Center Operations – CFSL will maximize effectiveness and efficiency in regards to Center-specific practices, policies, and procedures. Link to DSAES Strategic Initiatives: 4b, 4c; Link to President’s Vision & Priorities – Student Success

   a. Action Step #1 – CFSL will complete a set of baseline standards that will serve as a complement to the Fraternal Excellence Program. This goal has been completed. Baseline standards, while evolving, can be found on the CFSL website. This has helped to establish a minimum standard of performance for fraternities/sororities, and has increased program participation in CFSL programs as an expectation of being in good chapter standing.
   b. Action Step #2 – CFSL will create and share process documentation resources for specific CFSL processes such as member reporting and recruitment documentation. Completed. CFSL has made the following changes to process documentation regarding member recruitment and reporting:

1. CFSL has both reviewed Membership Intake Paperwork processes and created a workflow resource guiding students through the Membership Intake
2. CFSL has defined a new process for the registration and verification of potential members for Interfraternity Council recruitment through the ChapterBuilder.com system. This has taken effect during the summer 2017 months for all members joining in the fall 2017 semester and beyond.

Strategic Initiative #2 – Planning and Assessment – CFSL will make a case for the value of fraternities and sororities through data-driven measures for success. Link to DSAES Strategic Initiatives: 2b, 4c; Link to President’s Vision & Priorities – Student Success

   a. Action Step #1- Review, redraft, and rebrand the mission and vision for the Center for Fraternity & Sorority Life. 2b. The goal has been completed. The CFSL team reviewed and redrafted the mission statement for CFSL during the summer 2016 timeframe, and the updated mission can be found at the opening of this semi-annual report.
   b. Action Step #2 – CFSL will create a mechanism for identification and achievement of overarching Greek community goals. 4c. The goal has been completed. CFSL identified community-wide goals for the 2016-17 academic year during the summer 2016 Presidents’ Leadership Summit. Goals are attached as APPENDIX B with their achievement status.

Strategic Initiative #3 – Educational Programming – CFSL will develop and provide access to original and innovative educational programming that meets the changing needs of fraternity/sorority leaders. Link to DSAES Strategic Initiatives: 1d, 4b; Link to President’s Vision & Priorities – Student Success

   a. Action Step #1 – Expand calendaring to include CFSL, Fraternity/Sorority Program Board, and chapter/council programs as a central resource. 4b Completed. CFSL has a central calendar on its website used for all fraternity/sorority related activities.
   b. Action Step #2 – Create an opportunity for one all-Greek program and/or speaker per semester. 1d. Not completed. Budgetary issues kept CFSL from achieving this specific goal. CFSL has been working with the Fraternity/Sorority Program Board to be providing these types of educational programming for fraternity/sorority members. An initial Fraternity/Sorority Week was planned for February 14-17, 2017 by the Fraternity/Sorority Program Board, but it had marginal success and low participation.

Strategic Initiative #4 – 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. Link to DSAES Strategic Initiatives: 5c, 6c; Link to President’s Vision & Priorities – Student Success

   a. Action Step #1 – CFSL will create a regular schedule of development/advancement events and correspondences in collaboration with the Division of Student Affairs and Enrollment Services Director of Advancement. 6c. Not completed. This goal has been difficult to achieve due to the lack of a divisional development officer. This will continue to be a priority for CFSL as the Division of Student Affairs and Enrollment Services searches for a full-time development officer. CFSL looks
forward to connecting with our development officer once hired to develop this schedule.

b. Action Step #2 – CFSL will develop specific outreach materials to university faculty & staff in order to increase interest in faculty/staff advising. 5c Due to lack of available funds, this initiative is slated to be completed within the first semester of FY18. CFSL will partner with New Faculty Orientation through the Office of the Provost to ensure materials about the fraternity/sorority community are reaching new faculty.

c. Action Step #3 – CFSL will develop monthly digital-based updates for both chapter leaders and advisors regarding important information for the upcoming month. 5c Completed. Each month, CFSL sends out a ‘Monthly Update’ that reaches over 2,300 subscribers including active members, alumni, advisors, and faculty/staff partners. Previous editions of the CFSL Monthly Update can be found at this link.

Strategic Initiative #5 – Fraternity & Sorority Housing – CFSL will partner with Student Housing and Residential Life to create a positive residential environment for fraternities and sororities. Link to DSAES Strategic Initiatives: 4b; Link to President’s Vision & Priorities – Student Success

a. Action Step #1 – CFSL will engage in a thorough review of its Bayou Oaks selection process to ensure it continues to provide housing opportunities to those most deserving. Completed. CFSL has made the following changes to the Bayou Oaks Review Process:
   a. Beginning in the 2017-2018 review year, CFSL will provide a 2-year review option for chapters who have met specific markers. A description of this process is outlined in APPENDIX A.

4. Utilizations Reports (include progress card reporting data and annual comparisons).


b. Program Attendance
   i. CFSL hosted two Fraternity/Sorority Presidents’ Roundtable/Town Hall meetings.
      1. September 7, 2016 – 45 attendees
      2. November 16, 2016 – 25 attendees
      4. March 7, 2017 – 31 attendees
   ii. Future Greek Leaders Academy – February 24-26, 2017 @ Carolina Creek Christian Camp
      1. 55 participants representing 29 chapters
   iii. CFSL hosted two sessions of a Sexual Misconduct 101 Educational Program
      1. April 11, 2017 – 110 attendees
      2. April 23, 2017 – 45 attendees
   iv. Fraternity/Sorority Presidents’ Leadership Summit – August 11-12, 2017 @ Carolina Creek Christian Camp
      1. 48 participants representing 44 chapters and 4 councils

c. Bayou Oaks Social Event Data
   i. FY17 Townhouse Social Events with Alcohol – 15
      1. FY16 – Townhouse Social Events with Alcohol - 19
d. HPC Formal Recruitment
   i. 285 women registered for Houston PanHellenic Council Formal Recruitment. The process ended with 200 women receiving invites for membership.
      1. FY16 – 265 registrants; 206 invites

e. Fraternal Excellence Program Completion & Recognition
   i. The information below represents full chapter completion rates (submission of narrative and completion of interview) for Fall 2016 Fraternal Excellence Program in comparison to previous years:

<table>
<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual Development</td>
<td>20</td>
<td>20</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>Leadership Development</td>
<td>24</td>
<td>22</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>Service &amp; Citizenship</td>
<td>26</td>
<td>24</td>
<td>37</td>
<td>32</td>
</tr>
<tr>
<td>Brotherhood/Siblinghood/Siblinghood</td>
<td>21</td>
<td>21</td>
<td>34</td>
<td>31</td>
</tr>
<tr>
<td>Ritual &amp; Values</td>
<td>23</td>
<td>21</td>
<td>37</td>
<td>36</td>
</tr>
</tbody>
</table>

   ii. The information below represents the amount of ‘Excellence Awards’ (collective FEP score of 75+ out of 100) for Fall 2016 Fraternal Excellence Program in comparison to previous years:

<table>
<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>Fall 2015*</th>
<th>Fall 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual Development</td>
<td>3</td>
<td>3</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Leadership Development</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Service &amp; Citizenship</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Brotherhood/Siblinghood/Siblinghood</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Ritual &amp; Values</td>
<td>5</td>
<td>6</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>TOTAL</td>
<td>21</td>
<td>19</td>
<td>41</td>
<td>46</td>
</tr>
</tbody>
</table>

*In 2015, minimum score was changed from 80 to 75, but provisions were put in place to ensure both narrative AND interview scores both were above 60+ to be eligible for ‘Excellence’.

5. Assessment Projects (listed by project)
   a. FTIC Retention Project – CFSL has organized all appropriate data and will have a completed 6-year graduation rate by summer 2017.
      i. CFSL is still waiting for final 6-year graduation rates, as they are not certified until the close of certification of the summer 2017 enrollment data. However, 4-year and 5-year data has been obtained:
         1. Based in Fall 2011 data using only students in the FTIC cohort:
            a. 4-year graduation = 19.15%
            b. 5-year graduation = 45.39%
      ii. While 6-year rates are not available yet, it has been noticed that there is some distance between the general university 4-year graduation rates (25.20%) and the Greek 4-year graduation rates (19.15%), that gap decreases approaching the 5-year graduation rates (45.40% all-student v. 45.39%). This communicates, although superficially so more exploration is needed, that members of fraternities and sororities, while not necessarily graduating at fewer rates, are taking longer to graduate than their non-Greek peers.

   b. Alcohol-Free Housing Focus Group – CFSL conducted a focus-group with IFC & PanHellenic Leaders surrounding the topic of and potential implementation of alcohol-free housing. The following themes arose:
i. Results
1. Benefits of alcohol-free housing
   a. Decreased risk, specifically for new members; Also decreased stress/anxiety for women (only women articulated this) responsible for managing risk.
2. Challenges
   a. For members who don’t know their alcohol tolerance, alcohol in housing provides a safe, close way to test alcohol limits.
   b. There continues to be a sense that moving events off-campus increases opportunities for drinking and driving. This was affirmed as a theme regarding the challenges of an alcohol-free housing policy.
3. For women, the benefits of alcohol-free housing outweighed the challenges. For men, the challenges outweighed the benefits.
4. There was a growing theme of resentment from women not being allowed to consume alcohol within their house; focusing on casual drinking as opposed to binge drinking.
5. There was also concern that a decrease in the accessibility of alcohol would lead to a decrease in interest in fraternity/sorority membership (“if there’s too many rules, people won’t want to go Greek”), which emerged as a major concern for facilitator and for the CFSL staff.

ii. Recommendations
1. While no action is currently necessary, the CFSL staff must work hard to reframe the messaging around the fraternity/sorority experience

   c. CFSL’s SkyFactor Survey – CFSL administered its SkyFactor Educational Benchmarking Survey in February/March 2017 (n = 360).

   i. Overall ‘Satisfaction’, ‘Learning’, and ‘Overall’ values decreased from 2015 when they reached a peak, as detailed below:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction</td>
<td>5.81</td>
<td>6.10</td>
<td>5.83</td>
</tr>
<tr>
<td>Learning</td>
<td>5.73</td>
<td>5.97</td>
<td>5.72</td>
</tr>
<tr>
<td>Overall</td>
<td>5.74</td>
<td>6.02</td>
<td>5.77</td>
</tr>
</tbody>
</table>

   ii. Satisfaction with ‘Housing’ has been low on previous SkyFactor/EBI surveys, and 2017 was no exception.
   1. 2013; Satisfaction with Housing – 4.75
   2. 2015; Satisfaction with Housing – 4.84
   3. 2017; Satisfaction with Housing – 4.71

   4. Highest predictors of fraternity/sorority overall satisfaction include increases in fraternity/sorority housing (8.3% contribution to total overall satisfaction) and fraternity/sorority programming (7.8% contribution to total overall satisfaction). Exceptionally low responses are logged in:
   a. Satisfaction with alumni activities
b. Satisfaction with privacy, study ability, and ability to sleep in chapter housing

iii. Recommendations
   1. CFSL will share with each council the findings, specifically in the areas of chapter programming and alumni activities, and will solicit feedback for how CFSL can assist chapters in addressing these low scoring areas.
   2. Within CFSL’s FY2018 goals is the development of a Fraternity/Sorority Community Advisory Board, which will hopefully address some of the perceived lack of alumni programming.

6. Areas for Continuous Improvement
   a. Growth and opportunities
      i. While fraternity/sorority community growth continues, there has been a leveling off in the growth as measured from fall to fall. An opportunity exists to reverse the trend of diminishing upward growth. CFSL is exploring the use or recruitment technologies to allow for increased interactions, specific in the IFC community:
         1. Fall 2013 to Fall 2014: 18%
         2. Fall 2014 to Fall 2015: 8.6%
         3. Fall 2015 to Fall 2016: 3.6%
   b. Critical Challenges
      i. The Spring 2017 semester yielded significant drops in fraternity/sorority membership, taking overall membership down to 1,436, the lowest reported since Fall 2014.
      ii. Hazing continues to present challenges specifically within the Interfraternity Council community, as multiple groups have been sanctioned or removed from campus for hazing. There is an opportunity for CFSL to create a more comprehensive risk management and social responsibility educational approach that touches on multiple risk issues, including hazing.
      iii. As we continue to track academic performance, academic success continues to be a challenge both in GPA performance and in hours enrolled. Challenges come in the following ways:
         1. Many groups find themselves unable to achieve a GPA above their respective all-men’s/women’s GPA.
         2. As per community goals, the amount of students achieving below a 2.50 GPA is climbing (24.5% in Spring 2016 to 28.5% in Fall 2016 to 24.9% in Spring 2017).
         3. Governing councils are failing to exercise self-regulatory and self-accountability efforts to ensure chapters are meeting GPA expectations.
      iv. Accountability – CFSL must work with governing councils to promote accountability and forward movement within the fraternity/sorority community, which presents challenges in regards to self-governance v. external governance.
      v. Alcohol Use and Sexual Misconduct – Specifically within Interfraternity Council and PanHellenic Council organizations, issues of sexual misconduct and alcohol abuse continue to rise, and chapter members are often not partnering with the university in resolving these issues. CFSL has a strong relationship with Equal Opportunity Services in investigative capacities, and looks forward to continuing the relationship with UH Wellness that was built.
with Dr. McGuire before her departure. CFSL will be partnering with Wellness and EOS to develop more sexual assault prevention programs experiences for students.

7. **Budget/Fundraising/Grants**
   a. **Issues and challenges with budgets**
   i. CFSL was excited to offer a position reclassification to Cassandra Johnson as Assistant Director in October 2016. While CFSL had been working towards this reclassification for approximately 12 months prior, the re-classification was held up significantly within Human Resources. The increased costs to cover Cassandra’s salary/benefits at the unexpected time has driven CFSL to re-budget and decrease costs in other areas.
   b. **Fundraising/Grants**
   i. **Initiated**
      1. While not currently funded, a cost center for the ‘Fraternity/Sorority Legacy Fund’ has been created to assist in supporting donor efforts for fraternity & sorority life.
   ii. **Desired**
      1. Through the ‘Fraternity/Sorority Legacy Fund’, additional funding opportunities are desired to support participation in national leadership development programs.

8. **Marketing Highlights**
   a. **Established**:
      i. CFSL began a ‘Monthly Update’ e-communication in December 2015 and has sent a monthly update in each month during FY2017. The update includes recognition of chapter/member accomplishments, programming opportunities, and important dates/deadlines for chapter members.
         1. Total List Subscribers as of August 2017 – 2,253
         2. Average Opens since September 2016
            a. Opens – 27.70% (Above industry standard of 16.31%)

9. **Staff Highlights**
   a. **Personnel Updates/Achievements**
      i. Cassandra Johnson’s position was reclassified in October 2016 to an Assistant Director of the Center for Fraternity & Sorority Life.
      ii. As Kyle McGee departed the CFSL staff in May 2017, Asia Woods joined the CFSL staff as a graduate assistant in June 2017.
   b. **Presentations, Involvement/Oversight and/or Awards and Recognition**
      i. Jason Bergeron presented three presentations at the Association for Fraternity/Sorority Advisors Annual Meeting in December 2016:
         1. “Using KPIs to Drive Organizational Performance” – AFA Annual Meeting
         3. “Using Assessment to Develop Planning, Infrastructure & Approaches to Our Work” – AFA Annual Meeting
      ii. Jason Bergeron received the ‘Stephen Dealph Outstanding Fraternity/Sorority Professional” Award at the Association of Fraternal Leadership and Values Central Conference in February 2017.
iii. Jason Bergeron presented one presentation at the National Association of Student Personnel Administrators Annual Conference in March 2017:
   1. “Taking a Direct Route: Using Direct Assessment Measures to Advance Program Development and Sustainability” – NASPA Annual Conference

iv. Cassandra Johnson presented one presentation at the Association for Fraternity/Sorority Advisors Annual Meeting in December 2016:
   1. “Not Man Enough: Experiences of Advising Fraternities from the Perspective of Women of Color” – AFA Annual Meeting

v. Guillermo Flores received the ‘Cougar Spirit’ Award during the Division of Student Affairs and Enrollment Services Annual Awards Ceremony.

vi. Jason Bergeron was re-elected to a third consecutive term on the Association of Fraternity/Sorority Advisors Board of Directors on September 2016.

vii. Cassandra Johnson was re-elected as the Region IV Regional Director for the Association of Fraternity/Sorority Advisors in November 2016.

10. Student and Faculty Shared Governance
   a. Not applicable

11. Collaborations/Partnerships (in support of DSAES Strategic Initiative 6)
   a. Fraternal Excellence Program
      i. Purpose – To demonstrate and encourage a university-wide commitment to fraternity/sorority involvement. To engage the university community in assessment and evaluation of the fraternity/sorority community.
      ii. Outcome – Anecdotal evidence demonstrates a greater understanding of the fraternity/sorority experience by staff and faculty.
      iii. 39 total character interview evaluators
            1. 37 from within DSAES
            2. 2 from outside of DSAES
   b. Student Housing and Residential Life
      i. CFSL and SHRL partner for the management and oversight of the Bayou Oaks fraternity/sorority housing facility.
      ii. The Bayou Oaks Townhouse Review Committee includes partnerships from SHRL, Dean of Students, UH Police, and Facilities Management.
   c. CFSL engages in regular communication with fraternity/sorority advisors and housing corporation officers. Advisors are communicated with formally on a semesterly basis.
   d. CFSL has partnered with the Center for Student Involvement on implementation of the Indoor Event Policy and New Member Presentation Policies.

12. Department Points of Pride

The fraternity/sorority community ended the fall 2016 semester with 1,568 total members, marking a continued increase in fraternity/sorority membership (3.6% over the previous fall 2015 semester). This represents the highest membership to date in fraternities and sororities, and a 44% increase in membership since 2011. Growth in the UH fraternity/sorority community supports a more vibrant student life experience. Specific growth in our culturally-based organization communities most contributed to the point of pride, specifically with the return of Alpha Kappa Alpha Sorority Inc. and the membership growth in Multicultural Greek Council Organizations.
Appendix A - Bayou Oaks Review Process – Two-Year Option
Chapters considered to have an excellent history within Bayou Oaks (as defined by the listed requirements) will be permitted to apply for a two-year period if they so choose. Chapters granted a two-year option will not be required to submit an additional application for the following year, and will be granted occupancy until the following two-year application period (i.e. if granted for 2018-2019 leasing period, chapter would not need to reapply for housing until review for 2020-2021 leasing period).

Requirements:

- Chapter must be interested in remaining in their current townhouse for the upcoming 2 years (not interested in changing townhouse)

- Chapter must have an organizational conduct history free of probationary and/or suspension status from the previous 2 years

- Chapter must have a 2-year history of full completion of the Fraternal Excellence Program

- Chapter must have averaged a 3.00 chapter term GPA since their previous application (1-year for each year app, 2-year for 2-year app)

  Chapter must not have ended each of the previous years of the agreement timeline with any outstanding debt and/or past due balances.

NOTE: Chapters granted a two-year option will continue to sign yearly master license agreements each leasing year, but will not be required to participate in the review process during their two-year option.
Appendix B - University of Houston Fraternity/Sorority Community Goals  
2016-2017

1. Increase the overall membership of our fraternity/sorority community by at least 10% from the 2015-2016 academic year. **Goal was to achieve ~1700 by close of spring 2017, but ended at 1436. Overall not achieved.**
   a. Create a collective social media campaign sharing the achievements of the UH fraternity/sorority community. **The campaign #UHGreeks has seen significant usage within the fraternity/sorority community.**
   b. Explore the opportunity of a student-led, student-driven Fraternity/Sorority Week/Weekend through Fraternity/Sorority Program Board. **Completed, but with minimal participation.**

2. Increase the overall fraternity/sorority Grade Point Average to within .05 of the all-Undergraduate student average. **Overall not achieved. Fall 2016 all-Greek GPA was approximately .125 below all-Student average, while spring 2017 all-Greek GPA was approximately .08 below all-Student GPA.**
   a. Create baseline, achieving, and aspirational academic standards for chapters. **Review of Fraternal Excellence Program is in process, which provides these documented standards more clearly for chapters.**
   b. Decrease the amount of students below a 2.50 GPA to below 20% [spring 2016 was 24.5% members below 2.500]. **Overall not achieved. Fall 2016 yielded 28.8% below a 2.50, while spring 2017 yielded 24.9% below.**

3. Increase our community commitment to inclusion and cultural competency.
   a. Each chapter and council will host/co-host one program throughout the 2016-2017 academic year focused on diversity, inclusion, and/or culture. **Overall not achieved. Approximately 34% of chapters/councils hosted a program (as measured during polling during the Fraternity/Sorority Presidents’ Leadership Summit).**

4. Strengthen our service and philanthropy programs
   a. Host an all-Greek joint council service event during the 2016-2017 academic year. **Completed. Greeksiving was hosted by the Fraternity/Sorority Program Board with moderate success.**
   b. Track philanthropic efforts by chapters and councils with the intent to increase 5%. **A mechanism to collect philanthropic events impact was created by CFSL. $3,042 was self-reported by chapters to CFSL during the 2016-17 academic year.**
   c. Utilize service hour tracking to attain 20+ members of service per semester per member. **Total service hours reported by members of fraternities and sororities for the 2017-17 academic year was 1,592, yielding an average of 1.1 service hours per member.**

5. Increase levels of communication between University and chapter leaders, and vice versa.
   a. Have all chapters register as student organizations by the deadline. **65% of chapters had registered by August 1, 2017.**
   b. Have 80+% of chapters complete all chapter coach monthly meetings. **An average of approximately 78% of chapters completed monthly meetings each month.**