

## The Quest

*We seek to develop a fraternal community that is:*

- Of value to students and the institution
  - Made up of empowered, confident leaders
  - Self-governed, owned, managed and checked by itself
  - Bold and innovative to meet the needs of tomorrow's students
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## Priority Initiatives

- **Diversity, Equity, and Inclusion**
  - Create strategic plan to further FSL as campus leaders (education, awareness, culture change)
  - Establish advisory group of students to guide growth and meet the needs of students
  - Develop 21-Day Racial & Equity challenge program specific for FSL students
- **Support Culturally-Based Fraternal Organizations**
  - Develop a sustainability plan for individual membership and each organization
  - Explore growth opportunities for new organizations
    - \*Addition of another Latinx sorority or NPHC sorority
  - CBFO faculty/staff and alumni/ae engagement
    - \*Develop advisory team, build relationships at local and regional level
  - PHC/IFC council/chapter education
    - \*Share the value and benefit of CBFOs to promote understanding and appreciation
- **Fraternity Community Development**
  - Develop a consistent and organized recruitment structure in partnership with Interfraternity Council
  - Enhance member experience and increase retention
    - \*Collaborate with chapter alumni and inter/national headquarters staff
- **Marketing and Demonstration of Value**
  - Consistent visibility on campus and on social media platforms
  - Develop 8-point marketing plan for consistent and intentional messaging
  - Marketing to prospective/admitted students, parents, alumni, etc. \*Seek partnerships on campus
  - Develop Fraternal Challenge for Excellence (information gathering/awards program) and Greek Week to elevate programming and external brand

## Signature Programs

### Greek Leaders Retreat

Annual conference-style retreat developed to on-board new leaders in the community, both at the chapter and council level. Breakout sessions cover a variety of topics relevant to the Greek member, but include additional topics such as mental health, student conduct, academics, diversity and inclusion, and funding opportunities. Keynote speakers or professional panels are also a highlight.

- Started in Spring 2016 – 110 attendees in 2021
- Outcomes:
  - Become empowered and confident leaders within the Fraternity and Sorority Life.
  - Get to know each other, make connections, and establish the foundation for strong working relationships during their terms.
  - Learn additional responsibilities about their leadership positions as they pertain to the governing councils, IFC and PHC, and the Office of Student Life.
  - Be informed on a variety of resources offered through the university and network with key campus professionals.
- Alignment with University Strategic Initiatives:
  - Student Success #1 High-impact experience, outside the classroom
  - Campus Vitality #5 Intentional student engagement in extra-curricular activities
- Strategic Campus Partnership:
  - Various Departments/Offices on campus and within the Cedar Valley community

### Red Watch Band Training

An interactive alcohol education and bystander training to all members of Fraternity and Sorority Life. The Red Watch Band training symbolizes that the FSL community bands together to watch out for one another when every second counts. Not only does the training provide Greek students with skills to be used at chapter events, but they are better prepared to set a positive example for all UNI students. Members of the FSL community have found the Red Watch Band training to be valuable in their everyday lives, and they are better prepared to intervene when alcohol-related situations arise with their friends or even strangers.

- Started in Fall 2018 – currently 95% of the FSL community is trained
- Outcomes:
  - Develop a culture of kindness, responsibility, compassion and respect.
  - Gain knowledge, awareness, and skills to prevent toxic drinking deaths.
  - Build confidence to intervene on behalf of another through bystander training.
- Alignment with University Strategic Initiatives:
  - Campus Vitality #1 Holistic approach to well-being that supports health and safety
- Strategic Campus Partnership:
  - Student Wellness Services

## Greek Membership Achievement Program

Students will participate in a five part plan of action supported by the Office of Student Life, The Learning Center, and Student Success and Retention to help improve members' academic performance through resources and/or identified plans of action. Students will qualify for the program depending on previous semester GPA (UNI cumulative GPA OR previous UNI term GPA at or below 2.50).

- Beginning Spring 2020 – 73 participants in the pilot program
- Outcomes of the program:
  - To assist fraternity and sorority members with support by providing outreach services that aim at achieving academic progress.
  - To develop healthy habits and routines and academic and personal resiliency within fraternity and sorority members.
  - To enact the espoused pillar of scholarship by increasing overall fraternity and sorority average GPAs.
- University Strategic Initiatives:
  - Campus Vitality #1 Holistic approach to well-being that supports retention
  - Campus Vitality #5 Intentional student engagement in curricular and extra-curricular activities
- Strategic Campus Partnership:
  - The Learning Center, Student Success & Retention

### **Role of Fraternity/Sorority Advisors (FSAs)**

**Educate Students**

**Guide the Process**

**Encourage Reflection**

**Challenge for Growth**

**Connect Experience to Career**

**Cultivate Campus Partnerships**

*collaborate rather than recreate services*

**F/S New Professional Development**

*Graduate Assistants, Graduate and Undergraduate Interns*

**Communicate and Translate Between and Among:**

*Students, Alumni/ae, Campus, Umbrella Organizations,  
Inter/National Organizations*

### **Alignment with University Goals & Priorities**

Recruitment

Retention

Diversity & Inclusion

Health & Safety

Employment

### **Guide Posts**

Relevant – Authentic – Intentional  
Consistent – Clear – Strategic

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*Office of Student Life Staffing Structure – 2020-2021*

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