

**Ball State University  
Fraternity and Sorority  
Community  
Strategic Plan 2007-2012**



**BALL STATE UNIVERSITY EDUCATION REDEFINED**

## Vision Statement

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The Ball State University Greek community will provide all members an unmatched experiential learning and social experience designed to provide life long personal development opportunities and connection to the institution.

## Mission Statement

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The Ball State Greek community develops men and women academically, personally, and professionally by:

- Fostering an environment that expects, encourages, and rewards academic success;
- Engaging alumnae and alumni to provide members with mentor relationships, professional networks, and volunteer resources;
- Creating intentional membership, personal, and organizational development opportunities in a safe and social environment; and
- Developing lifelong relationships with each other, the fraternal organizations, and Ball State University

## Goals

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Academic Achievement  
Alumni and Advisors  
Chapter Achievement  
Chapter Housing  
Leadership & Membership Development  
Recruitment & Expansion  
Risk Reduction and Education  
Values, Vision, and Relationships

## **ACADEMIC ACHIEVEMENT GOAL 1**

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The Greek community will support the Ball State University mission by establishing academic standards for all Greek councils to ensure that all chapters will maintain a grade point average above the all-men's or all-women's average.

- Objective A The Office of Student Life will partner with the governing councils (IFC, NPHC, PHC) to develop programs to support academic achievement.
- By fall 2007, a meeting will be conducted with new member educators and scholarship chairs each semester to discuss the scholarship component of the new member program and to ensure that those officers understand the objectives and expectations of the new member scholarship program.
  - By fall 2007, all chapters will be required to submit a scholarship plan for the upcoming semester. This plan will be approved by the chapter and faculty advisor.
  - By fall 2008, freshmen midterm deficiency meetings conducted by the Office of Student Life staff (which currently involves Interfraternity Council fraternity men) will be expanded to include Panhellenic Council sorority women.
  - By fall 2009, an academic mentor/tutoring program will be developed with volunteer faculty and/or upper class Greek students.
- Objective B The Office of Student Life will partner with the governing councils (IFC, NPHC, PHC) to create or enhance existing recognition programs for individuals and chapters that excel academically.
- By fall 2007, the Office of Student Life will publicize chapter grade rankings in all relevant promotional material, the office and Greek Life website, and in the Daily News.
  - By spring 2008, the governing councils will enhance the recognition of outstanding chapters at the Grand Chapter awards program. This enhancement will include chapters that develop unique scholarship plans and achieve chapter scholarship goals.
  - By spring 2009, the governing councils will develop a permanent plan to host a scholarship recognition program each semester for individual members that excel academically.

Objective A Every fraternity and sorority at Ball State will have a trained advisory board.

- By fall 2007, Panhellenic Council sorority recruitment advisors will meet a minimum of 2 times per year to discuss the planning process for formal recruitment, marketing strategies, and updates from the National Panhellenic Conference.
- By fall 2007, National Pan-Hellenic Council advisors will meet once per semester to discuss current membership intake, leadership training, and chapter activities.
- By spring 2008, the current chapter advisor manual will be revised and regularly distributed. The updated manual will include job descriptions and specific information for new advisors.
- By spring 2008, an annual training session will be conducted for all chapter advisors and other interested advisors in January to coincide with officer transitions.
- By fall 2008, an annual training session will be conducted for all housing corporations in August to coincide with fall move-in.
- By fall 2008, a meeting will be conducted with faculty advisors once per semester to provide training and outline the Greek community's academic goals.
- By spring 2009, a meeting will be conducted with the chapter scholarship chair and faculty advisor to discuss the scholarship plan, provide resources, and address concerns.
- By fall 2012, every chapter at Ball State will have a full chapter advisory board. An advisory board will be composed (at a minimum) of a chapter advisor, financial advisor, faculty advisor and housing corporation (suite) representative.

Objective B The Office of Student Life will partner with (inter) national headquarters to provide consistent communication with advisors and alumni.

- By spring 2007, a Greek alumni newsletter will be created and sent once per semester to all alumni, alumnae and graduate members.
- By fall 2008, an annual meeting (or conference call) between the chapter advisor, chapter president and Assistant Director of Student Life will be conducted to discuss how the chapter is functioning.
- By spring 2009, key donors from each fraternity and sorority will be identified that may assist in creating a capital campaign for chapters for programs and/or capital improvement.

Objective C University administrators will create a variety of volunteer opportunities for alumni to interact with the current undergraduate members of the organizations. A social network will be created to provide opportunities for alumni to interact.

- By fall 2007, a Greek alumni survey will be developed to provide information on involvement opportunities and to gauge interest in participation in a variety of volunteer programs/projects.
- By fall 2007, an alumni section will be added to the Greek life website that provides information, regular updates and opportunities for interaction.
- By spring 2008, social events for Greek alumni in the Muncie, Indianapolis and surrounding areas will be planned and implemented.
- By spring 2008, the Greek Alumni Council will be reactivated to assist in planning events and cultivating alumni interest in programs.
- By fall 2009, a speakers' bureau/volunteer database will be created. The speakers' bureau/database will list alumni/alumnae who are willing to provide programs, mentor students, or consult periodically on a variety of topics.

**CHAPTER**  
**ACHIEVEMENT GOAL 3**

The Office of Student Life, in conjunction with student leaders and alumni, will outline organizational expectations and responsibilities for all fraternities and sororities resulting in increased chapter and member accountability.

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- Objective A A set of consistent standards will be established and a program created to evaluate, reward, and institute procedures to hold all chapters accountable.
- By spring 2008, the awards program for fraternities and sororities will be reconstructed to highlight individual and chapter achievement.
  - By spring 2009, an accreditation plan for fraternities and sororities will be developed and implemented that will replace the Greek Excellence Document to ensure a distinction between meeting organizational standards and being recognized for truly going above and beyond expectations.
- Objective B The Office of Student Life, in conjunction with the governing councils (IFC, NPHC, PHC), will develop programs to assist chapters in establishing their own internal accountability process.
- By fall 2008, specific sessions will be held with chapters to distribute self-assessment tools and provide guidance so that they can measure their chapter's areas of strengths and weaknesses, with the goal of developing individual chapter strategic plans.
  - By fall 2009, specific programs and training sessions will be developed to assist chapters in creating or improving their internal judicial/standards boards.

The Office of Student Life, in conjunction with Housing and Residence Life and alumni house corporation boards, will provide fraternity and sorority members with living and meeting space that is safe, attractive, and conducive to learning.

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- Objective A The Office of Student Life will work with the IFC fraternity community to create an environment more conducive to a living/learning culture and provide more incentives for fraternity members to live in the houses.
- By spring 2008, resources from fraternity/sorority headquarters, Ball State University and other universities will be gathered and made available to local housing corporations to assist in areas such as facility maintenance, lease options, financial stability, and chapter/alumni programming.
  - By spring 2009, annual housing meetings will be held between university officials and chapter, alumni leaders, and housing corporation presidents to provide topical information (fire safety, maintenance, etc.), discuss policy issues, and answer questions.
  - By fall 2009, all chapters will have an active and participatory housing corporation board.
  - By spring 2010, a certified housing program will be created and implemented for the fraternity houses. Clear expectations for the upkeep of fraternity houses will be established and communicated to members and alumni.
  - By fall 2012, all fraternities will have a live in house director or equivalent staff advisor.
- Objective B The Offices of Student Life and Housing and Residence Life will work with the sorority community to ensure that adequate space is provided for sorority chapters that meet their individual needs and provide an opportunity for positive and productive interaction.
- By fall 2007, use of current sorority suites and future space options will be assessed and a long-term plan developed based on information gathered.
  - By fall 2007, an annual meeting with Housing and Residence Life staff, the Office of Student Life staff and sorority representatives will be conducted to discuss policies, future plans and contracts with regards to sorority suites.

**LEADERSHIP &  
MEMBERSHIP  
DEVELOPMENT**

**GOAL 5**

The Office of Student Life, in conjunction with the governing councils, will address the need for both individual and chapter leadership development in fraternities and sororities.

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- Objective A The Office of Student Life, in conjunction with the governing councils (IFC, NPHC, PHC), will create a multi-tiered, intentional leadership/membership development program that is geared toward fraternity and sorority members throughout their collegiate experience.
- By fall 2007, the curriculum of the Greek leadership course will be revised and a marketing plan developed to encourage participation in the course.
  - By spring 2008, a specific program will be created for consistent and intentional officer transitions for both chapters and councils.
  - By spring 2009, a Greek track will be created during the Student Leadership Development Board (SLDB) all-campus conference, which is held each spring semester.
  - By fall 2009, a plan will be implemented to specifically incorporate more fraternity and sorority members into the Excellence in Leadership Program (EIL) and Leadership Studies Minor.
  - By fall 2011, a purposeful series of programs for each of the primary categories of membership (new members, emerging leaders, general members, chapter officers, and graduating seniors) will be developed, implemented, and periodically evaluated. A new series will be developed each fall beginning in fall 2007 and ending in fall 2011.

**RECRUITMENT &  
EXPANSION      GOAL 6**

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The Ball State fraternity and sorority community will create an intentional and targeted recruitment program that focuses on the values of the community. By 2016, the total membership of the Greek community will be 2060.

Objective A    A comprehensive Greek marketing plan will be developed to ensure a consistent message reaches the maximum amount of potential members.

- By summer 2007, an internal and external recruitment marketing plan will be developed to target existing students, potential students, and parents of potential students. This plan will be evaluated and updated annually.
- By fall 2007, market research will be conducted on why students are not joining fraternities and sororities and evaluate the current recruitment efforts. This information will be utilized to implement values based marketing efforts targeting specific student populations.
- By spring 2008, a recruitment team for the entire fraternity and sorority community will be created. The purpose will be to coordinate all-Greek recruitment events and presentations and to ensure a consistent message is communicated to the campus.
- By summer 2008, a marketing plan that targets parents will be developed specifically focusing on communication during Orientation and new student acclimation.
- By fall 2008, a consistent plan will be developed that outlines opportunities for interaction between non-Greeks and Greeks through programs such as Late Night and athletic events.

Objective B    Each fraternity and sorority will develop a specific plan for recruitment and retention of members.

- By spring 2008, chapters struggling with membership numbers will be targeted for additional education and training on recruitment strategies.
- By fall 2008, a marketing packet will be created that includes samples and standardized information for individual chapters to use in their recruitment efforts.
- By fall 2008, a comprehensive recruitment strategy (including conversation skills and intentional recruitment of members) will be developed and periodically updated to reflect changes in the campus climate.
- By fall 2009, an IFC, NPHC, and PHC referral system will be created to encourage the recruitment of “maybe-joiners” by utilizing partnerships with faculty, athletics, offices, area businesses, etc.

Objective C Expansion and extension plans will be created to bring in strong organizations to create an orderly and systematic way to deal with attrition of chapters.

- By spring 2008, the IFC fraternity expansion committee will be re-convened to examine the success of new chapters (Delta Sigma Phi) and re-evaluate timeline for future expansions/re-colonizations (Pi Kappa Phi, Phi Kappa Psi, Lambda Chi Alpha, Alpha Tau Omega).
- By fall 2008, an extension plan for the Panhellenic Council sororities will be developed to outline a process if there becomes a need to colonize new NPC chapters.

Objective D The structure of formal recruitment will reflect the interests and needs of chapters and potential members.

- By fall 2007, NPHC fraternity and sorority chapters will follow a standardized communication process when conducting membership intake.
- By spring 2008, PHC sorority formal recruitment will be revised with specific focus on location, timing and content.
- By fall 2008, IFC fraternity recruitment will be revised with specific focus on use of alcohol, content, and structure/calendar issues.

## **RISK REDUCTION & EDUCATION GOAL 7**

The Ball State University Greek community will support a social experience that is fun, safe, and responsibly managed.

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Objective A The Office of Student Life, in conjunction with the governing councils (IFC, NPHC, PHC), will ensure that members are educated on relevant risk management topics, including alcohol and other drug use, hazing, sexual violence, and fire safety.

- By fall 2007, all current risk and crisis management plans will be reviewed and updated if necessary. The following areas will be examined:
  - Social Events Policy
  - Drug use in chapter living facilities and during events
  - Alcohol use at (or before) philanthropic and recruitment events
- By fall 2008, a comprehensive risk and crisis management education program will be created for council and chapter leaders, general members, new members, advisors, and housing corporations. Training will include but is not limited to the following topics:
  - Hazing
  - Legal liability
  - Alcohol
  - Sexual assault
  - Fire safety
  - Safety and event management
  - Practical applications of all policies and crisis management procedures

Objective B The number of risk management incidents will be reduced by 5% each year.

- By fall 2008, the current judicial procedures for fraternities and sororities and training for judicial board members will be examined and revised.
- By fall 2008, a tracking system will be established to record the number of incidents or complaints reported to the Department of Public Safety regarding individual chapters. Chapters that demonstrate a pattern of incidents or complaints will be required to develop a plan to address individual behaviors that contribute to the incidents. The plan must be approved by the chapter advisor, the appropriate governing council president or risk manager and staff in the Office of Student Life.

## VALUES, VISION & RELATIONSHIPS GOAL 8

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The fraternity and sorority governing councils will engage in an intentional planning and goal setting process to establish a clear direction for each chapter, council and the Greek community as a whole.

- Objective A The Interfraternity, National Pan-Hellenic, and Panhellenic Council leaders will meet regularly to determine areas of shared interest and potential collaboration.
- By spring 2007, a presidents' summit and joint council retreat will be held to provide information, aid in officer transition, and develop individual relationships.
  - By fall 2007, each chapter will host a minimum of one program or Interfraternity Council or Panhellenic meeting at a fraternity house or sorority suite to facilitate interaction.
  - By fall 2007, the fraternity/sorority life website will be updated to provide relevant, timely information as well as to reflect the values of the individual organizations and the community as a whole.
  - By spring 2008, a joint meeting will be held each semester with officers and chapter presidents from all three councils. These meetings will be used to host important campus/community speakers and to inform constituents of important semester events and programs.
  - By spring 2008, a "good taste" policy for party themes, t-shirts and websites will be developed to ensure congruence between message and behavior.
  - By spring 2009, the Greek community will host IMPACT or other types of outsourced values based education programs.
- Objective B Individual action plans will be created and implemented to fit the specific needs of each governing council.
- By fall 2007, the Greek Experience Survey (created by the Center for the Student of the College Fraternity) will be disseminated to each undergraduate member of the Greek community. The survey will be re-administered fall 2009 and fall 2011. The results will be used to determine the concentration areas for the individual councils, as well as collective goals.
  - By spring 2008, the joint council retreat will focus on establishing and disseminating individual council and collective goals.
- Objective C A clear plan will be developed to continually disseminate the Greek strategic plan and specific goals of the governing councils.
- Beginning fall 2008, the Ball State University Greek community strategic plan will be reviewed and evaluated annually.
  - By fall 2012, an external consultant will be contracted to evaluate the Greek community to assess progress and to prepare for the next strategic plan.

## 2007 Greek Strategic Planning Committee

Lynda Wiley, Assistant Dean for Student Affairs and Director of Student Life

Cara Luyster, Assistant Director of Student Life

Dennis Gibson, Sigma Alpha Epsilon Alumnus and Former Chapter Advisor

Mitch Isaacs, DeHority Complex Hall Director and Sigma Alpha Epsilon Alumnus

Kori Knoll, Alpha Omicron Pi Undergraduate Member

Jill Lacy, Alpha Chi Omega Chapter Advisor

Jamie Manuel, Phi Gamma Delta Undergraduate Member

Jenny Marshall, Sigma Kappa Recruitment Advisor and Headquarters Staff Member

Larry Metzging, Sigma Chi Alumnus and Former Housing Corporation Member

Dr. Don Park, Sigma Phi Epsilon Faculty Advisor & Housing Corporation President

**A special thanks to the following individuals for their input, feedback and contributions to the development of the plan.**

Nathan Shell, Alpha Phi Alpha Fraternity, Inc. Undergraduate Member

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Stacey Myers, Office of Student Life Office Coordinator

Dr. Kay Bales, Vice President for Student Affairs

# Ball State University Fraternity and Sorority Community Strategic Plan 2007-2012



[www.bsu.edu/greeklife](http://www.bsu.edu/greeklife)

## **Vision Statement**

The Ball State University Greek community will provide all members an unmatched experiential learning and social experience designed to provide life long personal development opportunities and connection to the institution.

## **Mission Statement**

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- Developing lifelong relationships with each other, the fraternal organizations, and Ball State University.

## **Goals**

Academic Achievement  
Alumni and Advisors  
Chapter Achievement  
Chapter Housing  
Leadership & Membership Development  
Recruitment & Expansion  
Risk Reduction and Education  
Values, Vision, and Relationships

## ACADEMIC ACHIEVEMENT

## GOAL 1

The Greek community will support the Ball State University mission by establishing academic standards for all Greek councils to ensure that all chapters will maintain a grade point average above the all-men's or all-women's average.

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- By spring 2009, the governing councils will develop a permanent plan to host a scholarship recognition program each semester for individual members that excel academically.

## ALUMNI AND ADVISORS

## GOAL 2

The Greek community will engage alumni to ensure active participation and consistent chapter advisement and support.

Objective A Every fraternity and sorority at Ball State will have a trained advisory board.

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## CHAPTER ACHIEVEMENT

## GOAL 3

The Office of Student Life, in conjunction with student leaders and alumni, will outline organizational expectations and responsibilities for all fraternities and sororities resulting in increased chapter and member accountability.

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- By spring 2008, the awards program for fraternities and sororities will be reconstructed to highlight individual and chapter achievement.
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Objective B The Office of Student Life, in conjunction with the governing councils (IFC, NPHC, PHC), will develop programs to assist chapters in establishing their own internal accountability process.

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## CHAPTER HOUSING

## GOAL 4

The Office of Student Life, in conjunction with Housing and Residence Life and alumni house corporation boards, will provide fraternity and sorority members with living and meeting space that is safe, attractive, and conducive to learning.

Objective A The Office of Student Life will work with the IFC fraternity community to create an environment more conducive to a living/learning culture and provide more incentives for fraternity members to live in the houses.

- By spring 2008, resources from fraternity/sorority headquarters, Ball State University and other universities will be gathered and made available to local housing corporations to assist in areas such as facility maintenance, lease options, financial stability, and chapter/alumni programming.
- By spring 2009, annual housing meetings will be held between university officials and chapter, alumni leaders, and housing corporation presidents to provide topical information (fire safety, maintenance, etc.), discuss policy issues, and answer questions.
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- By fall 2012, all fraternities will have a live in house director or equivalent staff advisor.

Objective B The Offices of Student Life and Housing and Residence Life will work with the sorority community to ensure that adequate space is provided for sorority chapters that meet their individual needs and provide an opportunity for positive and productive interaction.

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## LEADERSHIP & MEMBERSHIP DEVELOPMENT

## GOAL 5

The Office of Student Life, in conjunction with the governing councils, will address the need for both individual and chapter leadership development in fraternities and sororities

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## RECRUITMENT & EXPANSION

## GOAL 6

The Ball State fraternity and sorority community will create an intentional and targeted recruitment program that focuses on the values of the community. By 2016, the total membership of the Greek community will be 2060.

Objective A A comprehensive Greek marketing plan will be developed to ensure a consistent message reaches the maximum amount of potential members.

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## RISK REDUCTION & EDUCATION

## GOAL 7

The Ball State University Greek community will support a social experience that is fun, safe, and responsibly managed.

Objective A The Office of Student Life, in conjunction with the governing councils (IFC, NPHC, PHC), will ensure that members are educated on relevant risk management topics, including alcohol and other drug use, hazing, sexual violence, and fire safety.

- By fall 2007, all current risk and crisis management plans will be reviewed and updated if necessary. The following areas will be examined:
  - Social Events Policy
  - Drug use in chapter living facilities and during events
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- By fall 2008, a comprehensive risk and crisis management education program will be created for council and chapter leaders, general members, new members, advisors, and housing corporations. Training will include but is not limited to the following topics:
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  - Legal liability
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Objective B The number of risk management incidents will be reduced by 5% each year.

- By fall 2008, the current judicial procedures for fraternities and sororities and training for judicial board members will be examined and revised.
- By fall 2008, a tracking system will be established to record the number of incidents or complaints reported to the Department of Public Safety regarding individual chapters. Chapters that demonstrate a pattern of incidents or complaints will be required to develop a plan to address individual behaviors that contribute to the incidents. The plan must be approved by the chapter advisor, the appropriate governing council president or risk manager and staff in the Office of Student Life.

## VALUES, VISION & RELATIONSHIPS

## GOAL 8

The fraternity and sorority governing councils will engage in an intentional planning and goal setting process to establish a clear direction for each chapter, council and the Greek community as a whole.

Objective A The Interfraternity, National Pan-Hellenic, and Panhellenic Council leaders will meet regularly to determine areas of shared interest and potential collaboration.

- By spring 2007, a presidents' summit and joint council retreat will be held to provide information, aid in officer transition, and develop individual relationships.
- By fall 2007, each chapter will host a minimum of one program or Interfraternity Council or Panhellenic meeting at a fraternity house or sorority suite to facilitate interaction.
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- By spring 2009, the Greek community will host IMPACT or other types of outsourced values based education programs.

Objective B Individual action plans will be created and implemented to fit the specific needs of each governing council.

- By fall 2007, the Greek Experience Survey (created by the Center for the Student of the College Fraternity) will be disseminated to each undergraduate member of the Greek community. The survey will be re-administered fall 2009 and fall 2011. The results will be used to determine the concentration areas for the individual councils, as well as collective goals.
- By spring 2008, the joint council retreat will focus on establishing and disseminating individual council and collective goals.

Objective C A clear plan will be developed to continually disseminate the Greek strategic plan and specific goals of the governing councils.

- Beginning fall 2008, the Ball State University Greek community strategic plan will be reviewed and evaluated annually.
- By fall 2012, an external consultant will be contracted to evaluate the Greek community to assess progress and to prepare for the next strategic plan.

## 2007 Greek Strategic Planning Committee

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