A REVIEW OF THE GREEK COMMUNITY AT ECU

EAST CAROLINA UNIVERSITY
DIVISION OF STUDENT AFFAIRS

2016-2017
Introduction
This annual report was developed to provide the East Carolina University community with a comprehensive review of the Greek community including: a national overview; the current composition of ECU’s Greek community; data connected to the Department of Greek Life’s core values of friendship, leadership, philanthropy/service, and scholarship. This report concludes with a summary of critical themes along with data-informed goals established for the 2017-2018 academic year. ECU’s Department of Greek Life is committed to building a culture of transparency while strengthening our fraternities and sororities, and positioning the Greek community as a benchmark within North Carolina and the nation.

National Overview of Fraternity and Sorority Life
Nationally there are 66 men’s fraternities with 350,000 undergraduate members in 6,100 chapters on 800 college campuses that comprise the North American Interfraternity Conference (NIC, 2017). There are 26 women’s sororities with over 411,000 undergraduate members in 3,288 chapters on 670 campuses that comprise the National Panhellenic Conference (NPC, 2017). Nine historically black fraternities and sororities in 6,460 chapters comprise the National PanHellenic Council (NPHC, 2015). Sixteen Latino/a fraternities and sororities comprise the National Association of Latino Fraternal Organizations (NALFO, 2017), eleven fraternities and sororities comprise the National Multicultural Greek Council (NMGC, 2017), and 18 Asian-American fraternities and sororities comprise the National APIA Panhellenic Association (NAPA, 2017). Chapter and member data for NALFO, NAPA, and NMGC are not currently available.

Fraternity and sorority membership has been on an upward trend for roughly the past 10 years with the national organizations establishing new chapters on campuses and undergraduate membership in existing organizations increasing at many colleges and universities. While there has been speculation about what has driven these increases, there is no clear answer as to why this has occurred other than historically interest in Greek Life has seen cyclical high and low points.

Significant incidents across the nation, particularly the high-profile death of a fraternity new member at Penn State University, have brought fraternities and sororities under an increased level of scrutiny from all constituencies. This has created a sense among campus administrators and fraternity/sorority leaders that we must identify and adopt new strategies to address critical issues including hazing, misuse of alcohol and drugs, and incidents involving racial bias. These challenges are not new or unique, however, the context today has changed to one of heightened public scrutiny that requires a review of past practices and exploration of new approaches to our work.

Department of Greek Life Overview
The Department of Greek Life operates under the leadership of the Division of Student Affairs and functions within Student Involvement and Leadership along with the following units:
- Student Activities and Organizations
- Center for Leadership and Civic Engagement
- Intercultural Affairs (including the Ledonia Wright Cultural Center and the LGBT Center)
- Student Centers (Mendenhall Student Center, Health Sciences Student Center, Wright Auditorium)
- ECU Student Government Association
Student Involvement & Leadership (SIL) fosters an innovative and collaborative environment, connecting knowledge, ideas, and experiences. Our programs and services engage the community and develop passionate leaders. SIL Learning Outcomes include:

- Connecting knowledge to other knowledge, ideas, and experiences
- Identity development
- Effective leadership
- Understanding and appreciation of cultural and human differences

MISSION AND VALUES

The mission of the Department of Greek Life at East Carolina University is to enhance student development through membership in Greek organizations. The community strives for excellence in all aspects of fraternity and sorority life. The privileges and obligations of membership, taken under oath through rituals, binds students to their respective national organizations and chapters through a set of shared values. These community values serve to establish and maintain mutually beneficial relationships with students, administration, faculty, alumni, advisors, local community members, and inter/national Greek-letter organizations.

The Department of Greek Life is committed to the fulfillment of the following core values:

- **Friendship:** Friendship is a foundation of Greek Life, and a major reason students join a Greek organization. Students involved in Greek organizations tend to form strong friendships throughout their college experience with many lasting for a lifetime.
- **Scholarship:** Academic excellence is a tradition and priority of the East Carolina Greek Community. All organizations have a minimum GPA requirement to be an active member. Most organizations recognize its members for outstanding scholarship inclusive of national and local scholarships, banquets and awards.
- **Leadership:** Involvement in a Greek organization provides a valuable opportunity to develop leadership skills within a chapter through elected, appointed, and volunteer positions; in the greater Greek council community and general ECU student organizations.
- **Philanthropy/Service:** Each chapter on campus has a national philanthropy or non-profit/local organization that they support through fund raising activities and many hours of service engagement.

The Department of Greek Life staff consists of four full-time, master’s-level professionals and a full-time administrative support associate. This team is responsible for advising all four governing councils and 44 chapters, developing and facilitating educational and leadership training, collaborating with other units on campus in support of our students, and responding to incidents and issues effecting the Greek community, campus, and broader Greenville community.

The ECU fraternity and sorority community continues to grow in terms of the total number of students, ending the year with 3102 total members or 14.7% of the undergraduate student enrollment. Each of the 44 individual Greek-letter organizations is a member of one of four Greek Councils. This framework allows chapters to participate in shared governance of their part of the community as well as collaborate more broadly on activities including service, educational, and social events. These four councils reflect existing memberships on a national level.
ECU Greek Life Overview

**Councils & Chapters**

- **44 (inter)national Greek Letter fraternities and sororities**
- **3,000+ Students**
- **4 Councils**
  - **Interfraternity**
    - Alpha Sigma Phi
    - Chi Phi
    - Kappa Alpha
    - Phi Gamma Delta
    - Pi Kappa Alpha
    - Sigma Nu
    - Tau Kappa Epsilon
  - Alpha Tau Omega
  - Delta Chi
  - Kappa Sigma
  - Phi Kappa Psi
  - Sigma Alpha Epsilon
  - Sigma Pi
  - Theta Chi
  - Beta Theta Pi
  - Delta Sigma Phi
  - Pi Kappa Phi
  - Phi Kappa Tau
  - Sigma Phi Epsilon
  - Sigma Tau Gamma

- **20 Chapters**
- **Panhellenic**
  - Alpha Delta Pi
  - Alpha Xi Delta
  - Kappa Delta
  - Zeta Tau Alpha
  - Alpha Omicron Pi
  - Chi Omega
  - Phi Mu
  - Alpha Phi
  - Delta Zeta
  - Sigma Sigma Sigma

- **10 Chapters**
- **National Pan-Hellenic**
  - Alpha Kappa Alpha Fraternity Inc.
  - Phi Beta Sigma Fraternity Inc.
  - Kappa Alpha Psi Fraternity Inc.
  - Zeta Phi Beta Sorority Inc.
  - Alpha Kappa Alpha Sorority Inc.
  - Omega Psi Phi Fraternity Inc.
  - Sigma Gamma Rho Sorority Inc.

- **7 Chapters**
- **Multicultural Greek**
  - Delta Phi Omega Sorority
  - Iota Nu Delta Fraternity
  - Lambda Theta Phi Fraternity
  - Sigma Sigma Rho Sorority
  - Epsilon Chi Nu Fraternity
  - Lambda Theta Alpha Sorority
  - Sigma Omicron Epsilon Sorority
Fraternities and sororities at ECU bring new members into their organizations through various processes, often referred to as intake, recruitment, or “rush.” Each individual organization maintains specific academic criteria for membership eligibility and that criteria varies slightly by council membership. First-semester students are eligible to join many of our organizations while a few groups require at least one semester of university attendance prior to membership selection.
Fraternities and sororities at ECU ended the 2016-17 academic year with over 3100 total undergraduate members in 44 different chapters. In comparison, ECU ranks second in North Carolina universities in terms of total Greek membership and third in number of Greek organizations. Chapters range in size from over 200 to less than 4 members. Panhellenic sororities are our largest organizations averaging 195 members. IFC fraternities had an average of 57 members, NPHC averaged 17 members, and MGC chapters had an average of 6 members. These averages generally reflect trends at our peer institutions as well as nationwide.
ECU has seen significant growth in the Greek community over the past five years that generally matches the membership trends seen nationally. Overall, our community has grown by 64% while our sororities have seen a 93% increase in total membership since 2013 and women now comprise 60% of all Greek membership on campus. We continue to see interest from various inter/national organizations in starting new chapters on campus and we anticipate a strong start for the new Alpha Gamma Delta sorority chapter that will be established in September of 2017.
FALL 2012 TO SPRING 2016
All Greek Membership by Race/Ethnicity

- **American Indian or Alaskan Native**
  - 2012-2013: 16
  - 2013-2014: 15
  - 2014-2015: 18
  - 2015-2016: 20

- **Asian**
  - 2012-2013: 14
  - 2013-2014: 34
  - 2014-2015: 41
  - 2015-2016: 46

- **Black or African American**
  - 2012-2013: 114
  - 2013-2014: 132
  - 2014-2015: 151
  - 2015-2016: 163

- **Hispanic of Any Race**
  - 2012-2013: 83
  - 2013-2014: 112
  - 2014-2015: 140
  - 2015-2016: 179

- **Native Hawaiian or Other Pacific Islander**
  - 2012-2013: 1
  - 2013-2014: 2
  - 2014-2015: 3
  - 2015-2016: 4

- **Nonresident Alien**
  - 2012-2013: 9
  - 2013-2014: 10
  - 2014-2015: 11
  - 2015-2016: 15

- **Two or More Races**
  - 2012-2013: 40
  - 2013-2014: 54
  - 2014-2015: 54
  - 2015-2016: 63

- **Unknown**
  - 2012-2013: 27
  - 2013-2014: 26
  - 2014-2015: 26
  - 2015-2016: 31

- **White**
  - 2012-2013: 1444
  - 2013-2014: 1843
  - 2014-2015: 2204
  - 2015-2016: 2648

- 2016-17 GREEK COMMUNITY REVIEW
The All-Greek GPA hit 3.00 this year which is a significant milestone for a community of this size. As with most of our peer institutions and matching ECU’s overall data, our women’s GPA’s are higher than our men’s. The All-Fraternity GPA of 2.71 is the highest it has been in the past five years and is both a highlight and an area for continued improvement. We also measure the academic performance of our organizations by their Greek Council affiliation. The Panhellenic Council has consistently maintained the highest average council GPA which is expected given the higher average All-Sorority GPA.

The Multicultural Greek Council and National Pan-Hellenic Council maintain similar averages which represent both men’s and women’s organizations. The Interfraternity Council maintains a 2.72 GPA.

An area of some concern are the New Member grades as we want Greek membership to be a positive influence on student success. There is room for improvement in our men’s organizations.
Leadership

One Community Programs

5 Educational Programs during Fall 2016 & Spring 2017

Greek Life Study Slam
Reading day program to encourage students to study in non-academic space, which occurs at the end of the fall and spring semester before final exams.

Hazing Keynote Speaker
National Hazing Week Speaker, Rasheed Cromwell, discussed hazing and its impact on the Greek community.

Sexuality & Transgender Speaker
Jamie Pirepato deconstructed the binary-learning about sexuality and transgender.

Greek Week
The community worked together in the areas of community service and leadership.

Association of Fraternal Leadership & Values Central Conference
Twenty-four students attend the AFLV Central Fraternal & National Black Greek Leadership Conference in Indianapolis, IN. AFLV Central hosts over 3000 students from colleges and universities across the nation, with educational speakers and training sessions on leadership, ethics, risk management, and other topics critical for the development of fraternity and sorority student leaders.

2 Community Programs during Fall 2016 & Spring 2017

Welcome to Greenville
Cross collaboration with multiple units to introduce students to the local community.

Purple & Gold Tailgate
Students engaged with coaches from athletics and had a nonalcoholic tailgate experience for the Spring Game.
Leadership

One Community Plaid Training

Greek Life leaders participated in Plaid's Self Awareness Workshop in February 2016. The workshop utilizes the Birkman Method®, a personality assessment tool, to help students understand their personality as related to four personality dimensions. The dimensions included: interests, usual behaviors, needs behaviors and stress behaviors. The information below is a personality profile of Greek Life leaders who participated in the workshop.

**Greek Student Leaders**

**INTERESTS**
Defined as passions, desires, activities that give energy and make an individual happy.

50% of Greek leaders prefer to lead through established, traditional processes.

**USUAL BEHAVIOR**
Defined as good day behavior, strengths, most productive, self- and adaptive in nature.

80% of Greek leaders are very much "people oriented" and are social with both a thoughtful and charming approach.

**NEEDS BEHAVIOR**
Defined as our perceived, deepest motivations, how we see the world and how we expect the world to treat us.

57% of Greek leaders are driven by a competitive edge to become better.

**STRESS BEHAVIOR**
Defined as bad day behavior, when an individual’s needs are not met, unproductive, reactive or reflective behavior because we do not have control of those feelings.

57% of Greek leaders tend to become defensive, argumentative, unfocused, overly competitive and protective of self instead of the organization.

**Plaid's Recommendations for Working with Greek Student Leaders**

- A meeting with chapter and council leadership to inquire about what programs they want.
- A series of topical programs to address their program desires.
- Clear communication of the program's content and the benefits of attending.
- A system of positive rewards for attending the programs (individual and organizational).
- The ability for groups to host chapter specific programs that address their cultural needs.
Greek Chapter Advisors

**INTERESTS**
Defined as passions, desires, activities that give energy and make an individual happy.

29% across 3 of the dimensions of Greek Advisors enjoy motivating, helping others, and scheduling activities.

**USUAL BEHAVIOR**
Defined as good day behavior, strengths, most productive self, and adaptive in nature.

95% of Greek Advisors are very much “people oriented” and are social with both a thoughtful and charming approach.

**NEEDS BEHAVIOR**
Defined as our perceptual filter, deepest motivations, how we see the world and how we expect the world to treat us.

43% of Greek Advisors are driven by the ability to explore the world around them by a competitive edge to become better.

**STRESS BEHAVIOR**
Defined as bad day behavior, when an individual’s needs are not met, unproductive, reactive or reflexive behavior because we do not have control of these feelings.

72% of Greek Advisors tend to withdraw, overthink and delay action.

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**Plaid’s Recommendations for working with Greek Chapter Advisors**

- Host monthly advisor meetings to address community challenges and collaborate on solutions.
- Generate an open line of communication in the form of a chat-server.
- Coordinate joint meetings with Greek Life staff and alumni advisors when their National Headquarters visits their chapter.
- Invite advisors to participate in member education hosted by the Greek Life Office.
These numbers are positive; however, they indicate a decline over the 2015-16, particularly in the dollars raised which was over $140,000 previously. We believe this is due in large part to under-reporting by our chapters this past year. Given significant turnover in the Greek Life staff as well as moving to a new reporting system on OrgSync, many of the chapters did not report fundraising and service efforts at levels consistent with years past. We will be making significant efforts to improve our information collection and smooth out the chapter reporting process moving forward.
Summary
The 2016-2017 academic year was one of challenge and transition for both the community and the staff in the Department of Greek Life. The community continued to grow in terms of overall membership and saw continued efforts to establish new chapters and re-establish chapters who had left campus over the past few years. The biggest changes came at the staff level, with the departure of the Director and two Assistant Directors, each of whom moved onto new professional opportunities. This left the unit significantly under-staffed for several months and removed over 17 years of combined institutional experience from the team. Assistant Director Dorothea Mack stepped into the Interim Director role and did an outstanding job of managing the community during this time-frame. The new Director of Greek Life, John Mountz, started in mid-April and Dorothea Mack was promoted to Associate Director. A national search was launched for two new Assistant Directors to be hired in time for the Fall semester. While challenging, this turnover did allow for some consideration of how the Department should be structured and what should be prioritized in terms of critical issues, programmatic efforts, and staffing assignments.

STAFFING STRUCTURE AND ADVISING
The Greek Life staff have traditionally operated solely from a ‘council advising’ model where each staff member is responsible for all work with one specific Greek council and those constituent chapters. While this allows for those students to have one primary contact and advocate on the staff, it does not allow for the best utilization of staff talents. It also unintentionally creates a ‘silo’ effect whereby each council tends to operate entirely independently. Finally, it can create challenges in addressing community-wide issues and

- **Recommendation**
  Develop a new staffing model that allows for both council advising and programmatic assignments for critical areas that impact the entire Greek community including leadership training and education, risk management and prevention education, and membership programs.

COMMUNITY DEVELOPMENT
The One Community initiative built upon data obtained through previous assessments has been met with various levels of engagement and indifference from chapters and members. Students have continuously talked about ‘collaborating more’ between chapters and among the Greek councils, but to date, efforts have been only partially successful.

- **Recommendation**
  New staff should work directly with student leaders, particularly the Greek Council Presidents, to assess opportunities to bring students together and develop a new framework for community building.

RISK MANAGEMENT AND PREVENTION EDUCATION
The 2016-2017 year saw many risk management incidents primarily among IFC fraternities. Several groups were investigated and found responsible for violations involving alcohol and new member activities. The most prominent case involved the closure of Sigma Phi Epsilon by their national headquarters at the end of the Spring semester after several years of continued issues. Given the current national trends, this type of decision could occur more frequently on our campus and others.
• **Recommendation**
  Assign one specific staff member to manage all Greek conduct cases in partnership with the Office of Student Rights and Responsibilities and to develop a comprehensive plan for Risk Management and Prevention Education.

**PARTNERSHIPS**
A key to building a strong Greek community is building and maintaining strong partnerships with alumni volunteers, inter/national headquarters, and the campus and local community. These partnerships allow for students to have multiple layers of support and guidance as well as oversight. This requires the Greek Life staff to identify key stakeholders, communicate regularly and consistently, and work collaboratively with all players to support student success. Over the years, the Greek Life staff was limited in their ability to do all of this given exponential growth and too few staff.

• **Recommendation**
  Establish and nurture working relationships with alumni volunteers and regional officers, inter/national headquarters, other ECU departments, and Greenville constituents focused on supporting a healthy fraternity and sorority community.

**LEADERSHIP TRAINING AND EDUCATION**
Fraternities and sororities should provide extensive opportunities for leadership training and growth for students. Recently, leadership training efforts from the department have been hampered by lack of staff, weather cancellations of scheduled events, and an overall lack of a vision for this area.

• **Recommendation**
  Build a comprehensive model for leadership training and education that is grounded in relevant theory, is intentionally connected to other ECU leadership programs, and specifically meets the various needs of the Greek community.

This Greek Life Annual Report was generated the Student Affairs Assessment, Research and Retention staff: Melissa Allay and Jeremy Tuchmayer; Erik Kneubuehl, Associate Vice Chancellor of Student Affairs, and John Mountz Director of Greek Life with information support from staff members in Greek Life, Institutional Planning, Assessment and Research, and Student Affairs Assessment, Research and Retention
APPENDIX A – GREEK COMMUNITY REPORT SPRING 2017

East Carolina University Greek Community Report - SPRING 2017

<table>
<thead>
<tr>
<th>Organization</th>
<th>Council</th>
<th>Total Chapter GPA</th>
<th># of Members</th>
<th>Initiated Member GPA</th>
<th># of Initiated Members</th>
<th>New Member GPA</th>
<th># of New Members</th>
<th>Service Hours Average Per Member</th>
<th>Total $ Raised</th>
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<tr>
<td>Alpha Delta Pi</td>
<td>PA</td>
<td>3.296</td>
<td>171</td>
<td>3.092</td>
<td>174</td>
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<tr>
<td>Alpha Kappa Alpha</td>
<td>MGC</td>
<td>3.096</td>
<td>165</td>
<td>3.091</td>
<td>156</td>
<td>3.233</td>
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<td>Lambda Theta Phi</td>
<td>MGC</td>
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<td>147</td>
<td>2.799</td>
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<td>2.338</td>
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<tr>
<td>Sigma Nu</td>
<td>IFC</td>
<td>2.829</td>
<td>161</td>
<td>2.803</td>
<td>158</td>
<td>2.365</td>
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<tr>
<td>All-Greek Average</td>
<td></td>
<td>3.000</td>
<td>3107</td>
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<td>Lambda Phi Omega</td>
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<td>2.818</td>
<td>5</td>
<td>2.784</td>
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<td>Omega Psi Phi</td>
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<td>66</td>
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<td>All-Mens Average</td>
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<td>All-Student Average</td>
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*Chapter did not report new member GPA
**Greek Life does not report the GPA of new members

DATA WILL BE REPORTED BEGINNING IN JAN 2018
# East Carolina University Greek Community Report - SPRING 2017

## Community Membership Data
- Total Number of Undergraduates: 21,097
- Total Number of Male Undergraduates: 8,964
- Total Number of Female Undergraduates: 12,133
- Total Fraternity & Sorority Membership: 3,102
- Total Fraternities: 1,216
- Total Sororities: 1,896
- Percentage of Total Undergraduate Student Population: 14.7%

### Interfraternity Council (IFC):
- 20 Chapters, 1140 Members, Average Chapter Size = 57

### Multicultural Greek Council (MGC):
- 7 Chapters, 44 Members, Average Chapter Size = 6

### National Panhellenic Council (NPhC):
- 7 Chapters, 120 Members, Average Chapter Size = 17

### Panhellenic Council (PA):
- 10 Chapters, 1758 Members, Average Chapter Size = 100

## Community Academic Performance Data

<table>
<thead>
<tr>
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<th>GPA</th>
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<tr>
<td>Panhellenic Average</td>
<td>3.194</td>
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<tr>
<td>Sorority Average</td>
<td>3.187</td>
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<td>MGC New Member Average</td>
<td>3.151</td>
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<td>All-Women's Average</td>
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<td>Panhellenic New Member Average</td>
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<td>All-Greek Average</td>
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<td>All-Student Average</td>
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<td>Sorority New Member Average</td>
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<td>NPhC Average</td>
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<td>NPhC New Member Average</td>
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<td>MGC Average</td>
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<td>All-Men's Average</td>
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<td>IFC Average</td>
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<td>Fraternity Average</td>
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<td>Fraternity New Member Average</td>
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<tr>
<td>IFC New Member Average</td>
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## Community Service Hours
- 3153 Hours

## Philanthropy Dollars Raised
- $61,413