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at CHAPEL HILL

Executive Summary

Fraternity & Sorority Recruitment Study
November 17, 2010

UNC Greek Community

	IFC	PHC	Greek Alliance	NPHC
Orgs	23	11	11	8
Members	1146	1693	100	85
GPA	3.11	3.28	2.90	2.96
GPA (1 st yr)	3.10	3.19	NA	NA
Fall/Spring	75% / 25%	97% / 3%	100% / 0%	100% / 0%
1 st /2 nd Year	70% / 30%	70% / 30%	0% / 100%	0% / 100%
Alcohol	No	No	No	No



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Concerns About Fall Recruitment

- Freshmen could benefit from more time to transition to college life and academics before going through recruitment
- The timing of recruitment forces students to make a significant life decision too quickly
- Fall recruitment inhibits assimilation into campus life
- Fall recruitment and the resulting pledge education distract from academics



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Options for Recruitment

- Maintain fall
- Move to spring
- Change to rolling recruitment
- Change to performance-based recruitment



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Discovery Process

	Phase	Time Frame
1	Reviewed past studies at UNC	6/15 – 7/15
2	Reviewed empirical research on recruitment	7/15 – 9/15
3	UNC BOT members and IFC/PHC alumni interviewed administrators at comparable institutions	8/15 - 9/15
4	UNC student government interviewed counterparts at same institutions	8/15 - 9/15
5	Held public discussion with interested parties	9/22
6	Make recommendations to the Board	11/18



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1. Conclusions of Past Studies

Time	Focus	Recommendations
1996	Chancellor's Committee on Greek Affairs	<ul style="list-style-type: none"> • Alcohol-free rush • Alcohol and drug education • Creation of non-social programming • Declined to defer recruitment
2002/03	IFC Recruitment Study	<ul style="list-style-type: none"> • Longer recruitment period with a one-week delay • IFC Code of Conduct • Open House program • Required registration • Declined to defer recruitment
2004	Task Force on Personal Servitude and Deferred Recruitment	<ul style="list-style-type: none"> • Anonymous reporting system • Education of new and active members • Declined to defer recruitment
2007	Office of Fraternity & Sorority Life – comprehensive review	<ul style="list-style-type: none"> • Upgraded standards • Declined to defer recruitment



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2. Empirical Research

- Debard, R and Sacks, C (2010). Fraternity/Sorority Memberships: Good News About First-Year Impact, *Oracle: The Research Journal of Association of Fraternity/Sorority Advisors*. Volume 5, Issue 1, June 2010
- Retrospective, correlational study
- 45,000 first-year students at 17 different institutions
- See Appendix B for the full study



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Debard & Sachs (2010) Conclusions

- Membership is positively correlated to “building a sense of belonging on campus, resulting in greater attachment to the institution.”
- Membership and retention are positively correlated
- Membership and academic performance are positively correlated
- Some evidence to support deferred recruitment
- Limitations
 - Correlation does not imply causation
 - Significant differences among institutions especially more selective institutions



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3. Discussions with Other Institutions

- Selected 20 institutions
- OFSL created a profile for each school
- BOT members and IFC & PHC alumni conducted 17 structured interviews
- Focused on recruitment and new member education processes
- Discussed other best practices



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3. Completed Interviews

Gardner (Myer & Ford)

- UVA
- Cal Berkeley
- Michigan
- Kansas
- Indiana

Perry (Tatum)

- NCSU
- Penn State
- Oregon State
- Alabama

Smith (Lewis & Collawn)

- UCLA
- Illinois
- Minnesota
- Purdue
- Iowa State

Hyde (Biggs & Dahlem)

- Cornell
- Miami
- Florida



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3. Conclusion from Discussions

- No consensus on efficacy of spring vs. fall recruitment
- Either can work well or cause problems
- Timing of recruitment is not the most important issue
- Moving to spring recruitment has potential benefits, but is not without its own problems and will require significant resources from the institution to support the transition



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4. Student Leader Survey Conclusions

- Discussions about culture of recruitment activities are more significant than timing
- System works at schools with fall and spring recruitment. Concerns centered on culture change
- Immediate access to academic, social and mentorship resources is important to Fall recruits
- Understanding of college workload and experience with campus life are more important to Spring recruits



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5. September 2010 Public Meeting

1. Will Bondurant - UNC Student Government

In Support of Fall Recruitment

2. Tucker Piner, President of the IFC

3. John Hughes - Chairman of the Fraternity Alumni Association

4. Pete Smithhisler –President, National Interfraternity Council

5. Beth Collawn, Kappa Delta Advisor

6. Rhea Keller, President of the Panhellenic Council

7. Caroline Peterson, President, Kappa Delta

8. Sarah Johnson, Member, Zeta Tau Alpha, Morehead Cain Scholar

In Support of Spring Recruitment

9. Dan Thornton -Associate Director, Office of Scholarships and Student Aid & Adjunct Assistant Professor

10. Amy Burnett, UNC '12

11. Chuck Lovelace –UNC '77



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6. Recommendations to the Board of Trustees



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