

Discussion of Fraternity / Sorority Recruitment University Affairs Committee

June 23, 2010



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Agenda

- Discuss objectives
- Identify and discuss options
- Define timeline
- Define process for gathering information
- Assign specific responsibilities



Discussion

- What do we want to accomplish?
- How will we measure the results?
- What are the options?



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Options

1. Maintain fall
2. Move to spring
3. Change to rolling recruitment
4. Change to performance-based recruitment



Brief History

- 1996 – Chancellor’s Committee on Greek Affairs
- 2002/2003 - IFC Recruitment
- 2004 – Task force on personal servitude and deferred recruitment
- 2007 – OFSL comprehensive review



Brief History – IFC

- 2004
 - moved from 3 weeks during 1st week to 1 week during 3rd week
- 2008
 - Moved to alcohol free
 - OFSL provides logistics support



Current System

IFC

- **Profile**

- 24 organizations
- # Members: 1146
- GPA: 3.111
- 1st Year GPA: 3.097

- **Recruitment**

- Fall
- Spring
- 70% 1st year students / 30% 2nd year
- 72% joining rate
- Alcohol-free (formal)

PHC

- **Profile**

- 10 organizations
- # Members: 1693
- GPA: 3.282
- 1st Year GPA: 3.19

- **Recruitment**

- Fall
- Spring
- 70% 1st year students / 30% 2nd year
- 78% joining rate
- Alcohol-free



Current System

Greek Alliance

- **Profile**

- 12 organizations
- # Members: 113
- GPA: 2.903

- **Recruitment**

- 2nd year students only
- GPA and min. credit hrs required
- Alcohol-free

NPHC

- **Profile**

- 8 organizations
- # Members: 145
- GPA: 2.962

- **Recruitment**

- 2nd year students only
- GPA and min. credit hrs required
- Alcohol-free



Spring Recruitment

- Timing: January immediately after the holiday break
- Duration: 2-3 weeks long
- Alcohol free
- GPA & credit hour requirements
- OFSL sponsored online registration process



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Rolling Recruitment

- Timing: no restrictions
- Duration: no restrictions
- No formal structure
- Alcohol-free
- Recruitment plan approved by OFSL
- Self-reporting by organizations



Performance-Based Recruitment

- Organizations that meet standards can recruit in the fall and receive OFSL support
- Standards are already established
- Include no violations of hazing, alcohol, IFC policies
- Organizations that don't meet standards limited to recruitment in the spring



Timeline

Phase		Time Frame
1	External research Talk with comparable institutions Review past studies	6/15 – 9/22
2	Internal research	8/15 – 12/15
3	Public discussion with interested parties	9/22
4	Make recommendations to the Board	Jan 2011



External Research

- Who?
 - Define comparable organizations
 - Identify key individuals
- What?
 - Define questions
 - Create interview guides
- How?
 - Telephone/in-person
 - Written guide



Selection of Targets

- Institutions
 - Similar size/culture
 - Similar system/issues
 - Considered and made a change
 - Considered and didn't make a change
- Individuals
 - Gather input from multiple levels
 - Triangulate



Target Institutions (1st draft)

Spring

1. UVA
2. Alabama (pre fall)
3. Miami
4. Cal Berkeley (fall)
5. Colorado
6. Cornell
7. Ohio State
8. Vanderbilt

Rolling

1. Michigan
2. Illinois
3. Minnesota
4. Purdue
5. UCLA
6. Iowa State
7. Oregon State



Target Individuals

- At least three contacts:
 - Director of Greek Life
 - Dean of Students/Vice Chancellor of Student Affairs
 - Board member



Gathering Information

- Getting good information
 - Use structured, repeatable questions
 - Probe for specific outcomes
 - Get beyond the facts
 - Ask disconfirming questions
- Triangulate
- Publish results



Assignments

- Current state
- Spring
- Rolling
- Performance-based
- Internal study



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September Meeting

- National Inter-Fraternity Council
- National Pan-Hellenic Conference
- National organizations
- UNC IFC and PHC alumni groups
- Other interested parties?

