

Fraternity & Sorority Life Strategic Plan

Adopted Spring 2024

In January 2024, a committee was formed to develop a new strategic plan for the Fraternity & Sorority Community at Minnesota State University, Mankato. The committee was tasked with conducting surveys and feedback sessions with various stakeholder groups, processing and sorting data, and developing themes, priorities, and strategies that will help guide the community for the next 3-5 years.

Committee members included:

Emma Benjamin	Alpha Sigma Alpha Undergraduate
John Bulcock	Assistant Director of Student Activities For Fraternity & Sorority Life
Courtney Igbo-Ogbonna	Alpha Chi Omega Alumna
Allison Koenig	Graduate Assistant, Office of Student Affairs
Ella Masser	Fraternity & Sorority Life Graduate Advisor
Alyssa McCullough	Panhellenic Council President
Alex Picciurro	Phi Kappa Psi Undergraduate
Randy Reichert	Phi Delta Theta Alumnus
Shelby Roerick	Alpha Sigma Alpha Undergraduate
Kaden Schafer	Interfraternity Council President
Ryan Schmidt	Phi Kappa Psi Undergraduate
Haley Severson	Gamma Phi Beta Alumna

Feedback Gathering

It was determined that information would be gathered by both written surveys and focus group conversations.

Written surveys were distributed to the following stakeholder groups:

- Current undergraduate fraternity and sorority members
 - 89 responses received
- Alumni members of fraternities and sororities
 - 227 responses received
- Non-member student leaders (primarily RSO Officers)
 - 55 responses received
- Faculty and staff (primarily those who serve as RSO Advisors)
 - 41 responses received

Focus group conversations were moderated by committee members and included the following groups:

- Fraternity & Sorority Life alumni

- Each individual undergraduate chapter
- Centennial Student Union and Student Activities Staff
- Student Government
- Student Events Team Student Leadership
- Residence Hall Association

Upon completion of the feedback gathering, committee members sorted through the responses to determine thematic areas, priorities within the thematic areas, and some strategies for addressing some of the priorities.

The thematic areas that emerged include:

- Alumni Relations
- Communication, Public Relations, and Marketing
- Housing and Facilities
- Image and Community Perception
- Programming and Processes
- Recruitment and Membership Growth

The following tables indicate the priorities and some suggested strategies within each thematic area.

Theme 1: Alumni Relations

Accomplishment of the priorities and strategies under this theme will require a joint effort from university staff, alumni, and undergraduates. It is acknowledged that, in order for a chapter's alumni relations program to be successful in engaging alumni, it must be primarily driven by alumni, with assistance and support from both the undergraduate chapter and the university.

Priority	Strategy
Improve Alumni Engagement in the Fraternity & Sorority Life and University Communities	Work with chapter alumni leaders to establish chapter alumni associations and with chapters to ensure that they have alumni relations officers.
	Develop and host regular periodic community-wide events, for both alumni and undergraduate members, including during Homecoming or other times of the year.
	Create a comprehensive and repeatable alumni communication plan, including newsletters and social media.
	Educate alumni and undergraduate chapters about programming and communication resources available through the alumni relations office.
	Educate soon-to-be graduates about alumni involvement opportunities prior to graduation.

	Develop ways, or assist chapter alumni associations in developing ways, for alumni members and undergraduate members to meaningfully interact with each other outside of social settings. This may include mentorship programs, "Career Connections Database," etc.
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Theme 2: Communication, Public Relations, and Marketing

There is a need to help undergraduate leadership understand the difference between Public Relations and Marketing. Both are equally important and must be given appropriate attention. Given the ever-changing trends in how information is consumed, it is important to be nimble while remaining consistent, and it is important to ensure timeliness of communication.

Priority	Strategy
Better inform different groups about what the Fraternity & Sorority Life Community is and does.	Develop a standard presentation that can educate any audience about the FSL Community.
	Create a comprehensive and repeatable communication plan and timeline to share with stakeholders outside the FSL Community what the community does and is about.
Reach prospective members prior to arrival on campus.	Create a comprehensive and repeatable marketing plan to target prospective members.
Evaluate and strengthen the Fraternity & Sorority Life brand.	Re-evaluate brand effectiveness and establish standards for a consistent representation of the established brand.

Theme 3: Housing and Facilities

There has been gradual movement regarding dedicated Fraternity & Sorority Housing. It is deemed critical that this conversation continue and a solution be found.

Priority	Strategy
Work to develop and implement a plan for the creation of a housing or physical facility solution on/near the main campus.	Re-assess undergraduate chapter and member needs, alumni support, and university support. Consider national org policies and procedures. Maintain transparency with community. Engage members of all stakeholder groups.

Theme 4: Image and Community Perception

Feedback from non-members, including both students and faculty/staff, indicated a lack of knowledge and understanding about the Fraternity & Sorority community, and an impression that the community is insular, programming only for itself. In order to be successful, it is critical for our organizations to engage with others outside the community.

Priority	Strategy
Improve the visibility of the Fraternity & Sorority Life Community on campus.	Work with CSU Administration to create an appropriate visual representation of the FSL Community in the CSU.
	Encourage chapter and community-wide events that involve non-members (Greek Week, Philanthropies, etc.), and ensure that it's known that non-fraternity/sorority members are welcome.
Actively target stereotypes faced by Fraternity & Sorority Life organizations.	In marketing materials and social media presence, highlight focus on academic excellence and leadership development of members in the community, and promote the impact of Fraternity and Sorority Life organizations in the classroom and community.

Theme 5: Programming and Processes

This theme encompasses a wide variety of things. It is important to re-evaluate current practices and to realign or reimagine them when necessary. It is also important to ensure that information is successfully passed on from year to year. As the environment around us changes, it is important to adapt to that.

Priority	Strategy
Standardize content and quality of training surrounding event registration and management, hazing prevention, substance abuse prevention training, and sexual violence prevention.	
Enhance chapter accountability to an appropriate level of performance standards.	Assess annual awards program and update to reflect current trends, standards, and benchmarks. Consider whether participation by chapters should be required or if minimum operational standards should be developed.
Assess effectiveness and appropriateness of conduct processes.	Work with Title IX Office and Office of Student Conduct to review current practices and update as appropriate.
Develop and implement programming that targets junior and senior members.	
Seek regular and ongoing partnerships for service, sponsorship, etc.	
Ensure buy-in for community wide programs and efforts, and adjust as necessary.	Assess community interest in large programs: Mavathon, for example.
Make resources more readily available to stakeholders needing them.	Establish digital resource library for alumni relations and chapter operations.
Investigate aligning leadership positions with marketing and communication goals.	

Theme 6: Recruitment and Membership Growth

Membership growth must be a focus of the community, and appropriate time and resources must be invested.

Priority	Strategy
Grow Fraternity & Sorority Community to be 10% of the full-time, on-campus, undergraduate population. This number is the same number used for the “All-University” GPA comparison in the community’s academic statistics report.	Implement marketing plan. Remove barriers to joining. Implement true year-round recruitment plans.
Ensure that chapters receive needed resources and/or training.	Assess knowledge and skill deficiencies in order to address what is needed
Address, where possible, reasons why students do not join.	Address and increase transparency about financial obligations and resources, as well as time commitments or other obligations.
	Assess reasons why people do not join, and determine how or if the causes can be addressed. This may include financial reasons, knowledge and understanding, or more.

Timeline & Implementation

Recognizing that the “shelf life” of nearly anything in student programming is roughly three years, it is intended that many of these objectives can be accomplished in that timeframe.

Some of the objectives will take more time, research, and strategizing than others, and a further planned timeline should be developed for them.

As the governing councils set goals for each term, and as officers strategize about things to work towards, the items in this plan will help them set priorities.