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The Greek Retention Task Force was formed to examine Greek retention and consider when Greeks drop out, why they do so, and what can be done to increase retention (i.e. 750 students join fraternities or sororities annually, about 20% of the freshmen, with the overall Greek population at 1,800, or 12% of the undergrad population).

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Topics to be covered:

October 18, 2006

- Introductions
- Purpose, Interests, Involvement
- What other communities do we want to look at?
- Reports
 - o form

October 25, 2006

- Institution Reports
- Why do people drop?
- When do people drop?

November 1, 2006

- Updates
- What can we do?

*All meetings will be held at 6 pm in the Paulsen room of Saddlemire



Retention Task Force 2006 – Institution Report

Institution:

Greek Population/Institution Population:

Greek Housing (circle): on campus off campus

Last semester Greek retention rate:

What students are leaving chapters? (Check those that apply)

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Freshmen | <input type="checkbox"/> Senior |
| <input type="checkbox"/> Sophomore | <input type="checkbox"/> 5 th year |
| <input type="checkbox"/> Junior | |

What time of the year are students leaving? (Check those that apply)

- | | |
|--|---|
| <input type="checkbox"/> Beginning of First Semester | <input type="checkbox"/> Beginning of Second Semester |
| <input type="checkbox"/> End of First Semester | <input type="checkbox"/> End of Second Semester |

Reasons for why students leave at your institution: (Check those that apply)

- | | |
|---|--|
| <input type="checkbox"/> Financial | <input type="checkbox"/> Social |
| <input type="checkbox"/> Academic | <input type="checkbox"/> Burn out |
| <input type="checkbox"/> Judicial | <input type="checkbox"/> Involvement |
| <input type="checkbox"/> Lack of interest | <input type="checkbox"/> Time commitment |
| <input type="checkbox"/> Other: _____ | |

How is your campus addressing retention issues?

Recap of Meeting 10/18/06

Basic Facts

- ✓ About 1700 Greek students at BGSU
- ✓ 42 chapters (14 Panhellenic, 15 Fraternities, 7 NPHC, 6 GIB)
- ✓ See Greek report for additional numbers

Retention considerations

- ✓ Community does not promote Greek
- ✓ Scholarship
- ✓ Are there patterns over the years?
- ✓ How are we recruiting? Are we accurately portraying the experience?
- ✓ Financial
- ✓ Parental
- ✓ Sophomore year
- ✓ Not sensitive to the needs of Juniors and Seniors (relaxed involvement or appropriate programming)
- ✓ Formal v. Informal recruitment
- ✓ 1st generation college students/Greeks

Each person will be researching 1-2 institutions to report back

- ✓ Please remember to fill out the report form and also consider the above list
- ✓ We will be sharing information at the next meeting

*Next meeting is Wednesday October 25 at 6pm in the Paulsen Room (4th floor Saddlemere)

Recap of Meeting 10/25/06

- ✓ Institution Reports
 - University of Toledo
 - Miami of Ohio
 - Clemson
 - New Mexico State
 - Utah State
 - University of Utah
 - Iowa State
 - University of Florida

- ✓ Common themes
 - Culture/Community
 - Quality vs. Quantity
 - Standards
 - Issues coming from National Offices
 - Administration/Staff Support
 - Marketing

- ✓ Tasks for next week
 - Consider how we need to address these themes at BGSU
 - What works well now and what could be changed?
 - What would you recommend?

*Next meeting is Wednesday November 1st at 6pm in the Paulsen Room (4th floor SaddleMire)

Recommendations

- ❖ Culture/Community
 - Need to have more all-Greek activities to develop stronger sense of community
 - Greeks need to reach out more to the Bowling Green (city) community
 - Need to form a Greek Parents group and encourage involvement
 - Intentional language used– Men and Women not boys and girls (treat people as adults and they will act like adults)
 - Use BGX to educate people on how Greek community is *values* based
 - More Go Greek team presence at OREG
 - Chapters are encouraged to do philanthropy with non-Greek group to increase exposure and relations
 - Recruitment should focus on informal since it is a better representation of the community
 - Formal recruitment becomes too competitive and does not accurately portray community
 - Would like a discussion of the development of a no-frills approach to formal recruitment (possible forming of a task force)
 - Strong chapter advisor presence is important
 - Chapters need to be sensitive to time commitment of Seniors

❖ Programming

- Need to evaluate how money is being spent, so members feel they are benefiting
- Programming should be *developmentally important* (same program for freshmen and seniors does not work)
- Program to the *Collegiate Experience*
- Fundraise to cut down on expenses or to increase programming (develops brotherhood/sisterhood as well)
- Co-sponsorship by councils is not a good use of money
- Individualized scholarship program for “at-risk” members (use GIG Program)
- Community would benefit from all-Greek scholarship program
- Chapters pay dues to councils but how do they benefit from that? Is money benefiting the larger community?
- Retention discussion at January leadership retreat
- Be careful of over programming

❖ New Member Education

- New member educators training is key to success
- New member education needs to be more focused on the needs of individuals (once again developmentally appropriate)
- New member education focus on “how to be a good active member”

❖ Alumni

- Development of alumni career network to speak to students and network
- Chapters should go to alumni to share good news, not just when they are in trouble
- Advisors need to be the direct connection to alumni to encourage involvement

❖ Greek Affairs

- Invite all consultants to campus
- Focus on “*skill building*”
- Current roundtable structure is ineffective and needs more staff involvement
- Focus leadership retreats, workshops, and roundtables as *educational training sessions* to *develop appropriate skills* for positions
- Invite consultants to be a part of leadership training activities
- Would like more programs like Greek Odyssey that bring community together
- Administration/Staff support works, keep it up
- Students feel restricted and say there are too many rules
- Confusion over Greek Affairs policy and Council policy in regard to theme parties, Facebook postings, etc.
- Development of programming for Seniors

❖ Issues coming from National Offices

- Short staff
- Tell chapters quantity is what they want
- Awards based upon numbers
- Ceiling

❖ Marketing

- Need to go beyond chalking and flyers, *personal contact* is the best marketing
- Use technology to our benefit (Facebook, evites, etc.)
- Market to parents (brochure, letter, etc.) – the real Greek experience, breaking the myths
- Give new members a packet of information to share with parents
- Invite parents to events to see the “real” Greek experience

❖ Areas to watch

- Retention of formal recruitment vs. informal recruitment
- Retention of first generation Greeks vs. Greeks with Greek Parents
- Gender differences
- Fall vs. spring
- When people drop (new member process, summer after joining, as seniors)