



LONGWOOD UNIVERSITY FRATERNITY/SORORITY COMMUNITY STRATEGIC PLAN 2013-2017

Summary of Self Assessment:

In April 2011, Fraternity and Sorority Life contact Tom Jelke to guide the development of a strategic plan for the fraternity/sorority community. A committee was comprised of faculty, staff and students. Together they reviewed materials and worked with Tom to develop the priorities of Fraternity and Sorority life. The process began in the fall of 2011 and was finalized in the spring of 2013.

Members of Review Committee:

Kate Planow-Associate Director FSL
Billy Boulden-Assistant Director Student Activities
Dr. Jake Milne-Assistant Professor of Sociology
Dr. Jennie Miskec-Assistant Professor of English
Ms. Ellen Master-Associate Director-ACAC
Mr. Josh Blakely-Associate Director-On Campus Living, RCL
Mark Anthony Brumfield-Coordinator, ODI
Whitney Beale-2012 CPC President
Brandon Readus-2012 NPHC President
Ethan Iiams-2012 IFC President
Bobby Smith-Student rep
Rachel Fortney-Student rep
Peter Mancuso-Student rep

Fraternity and Sorority Life Community Vision Statement:

As a catalyst for the development of citizen leaders, the Fraternity and Sorority community of Longwood University will set an example in the areas of scholarship, inclusivity, service, and integrity.

Fraternity and Sorority Life Community Mission Statement:

The Longwood Fraternity and Sorority Community will work closely with our constituents to benefit our individual members, chapters, the university, and the greater community by:

- ▶ Fostering a fun and safe environment that supports our core values;
- ▶ Setting high standards in line with our core values and holding ourselves to them;
- ▶ Creating and nurturing positive traditions and experiences that are in line with our community values.

Fraternity and Sorority Life Community Values:

EDUCATION: The pursuit of knowledge, scholastic excellence, and the diploma.

CHARACTER: Distinguishing ourselves by living with integrity and enacting our values.

DIVERSITY: Recognizing, respecting and embracing differences and inclusivity.

LEADERSHIP: Being role models, being involved on campus and in the community, and making ethical decisions.

ACCOUNTABILITY: To ourselves, to each other, to the university community.

FAMILY: Our brotherhood/sisterhood, our inter-fraternal family, our Longwood family.

Longwood Fraternity and Sorority Community Strategic Priority Areas:

1. Values Education

Objective: All chapter members understand, live by, and hold each other to their core values and see how they relate to the community's shared core values. Everyone learns, teaches, lives and expects core values.

2. Academics

Objective: All chapters will be at or above the male/female campus GPA or at a 3.0 chapter GPA. The community will also increase the GPA required to join a social Greek organization to a 2.8 by 2017.

3. Accountability

Objective: Members and chapters will behave according to our shared community values even when no one is looking. When that standard is not met, chapters, councils and the university will consistently, appropriately, and comprehensively hold those individuals and chapters accountable for their actions.

4. Member Education

Objective: Create member education programming to support the idea of transitioning students into, through, and out of the FSL community at Longwood.

5. Recruitment

Objective: Increase the percentage of campus membership in Greek organizations to 30% by using both the community values, as well as the individual chapter values to recruit men and women who exhibit those qualities.

6. University Support/Staffing

Objectives: All chapters and councils are receiving appropriate staff support, have a trusting relationship with the university administrators and faculty, and the university at all levels is intentional in their advocacy for fraternities and sororities on campus. The ultimate staffing objective is to have one director, one full time coordinator, and one full time graduate student on the FSL team.

7. Public Relations

Objective: All constituents have a positive image of the fraternity/sorority community at Longwood.

Spring 2013

Strategic Priority Area-Values Education

- Host a Greek Summit that focuses on values education
 - Everyone in attendance (including new members)
 - This year focus on all values; Each year following could focus on one value (theme for Summit)
 - Main talk in Blackwell/Jarman
 - Break-out sessions to discuss 6 values in smaller groups
 - Emerging leaders to facilitate
- Promote core values to non-members and potential new members during orientation, recruitment, and in all public relations/marketing.
 - Admissions Open Houses
 - Volunteer/Involvement Fair
 - Orientation and Registration
 - Rotunda teaser leading up to Greek Fair
 - Greek Fair
- Restructure all council programs and events to make sure they are in line with the core values.
 - Using mission, vision and values, look at each program during planning process and discuss how it does or does not align. Adjust programs as necessary.
 - Meet with chapter leaders and ask them to do the same with their programs and events.
 - President's Roundtable-presidents will meet monthly to discuss core values in the Spring of 2013.

Strategic Priority Area-Support and Staffing

- Fraternity and Sorority Life, in conjunction with the councils, will create a calendar of key Greek events for the Longwood community. At a minimum, this calendar will be updated each semester.
- Fraternity and Sorority Life and the three governing councils will positively promote Greek events through social media, campus press, and electronic communication.
 - Specific expectations:
 - Weekly tweets/facebook statuses updating the community on Greek events and decisions
 - Monthly emails updating advisors, members, and Longwood community members on relevant information
 - Semesterly articles/ads in newspaper positively promoting Greek Life at Longwood University
- Fraternity and Sorority Life in conjunction with the Office of Residential and Commuter Life, will begin to create a plan to address the space needs of the Greek community in light of chapter-room use trends, projected construction plans, and limitations on the availability of rooms.

Strategic Priority Area-Public Relations

- Start having conversations with First Year Experience office about Greeks getting involved with Orientation
 - Can there even be a 5 minute session on FSL during O&R?
- Start planning a first weekend back event (New Lancer Days) with the help of the First Year Experience office
 - Complete Lancer Fair will be attended by FSL and councils, not individual chapters, working to sell the experience.
- Start working with the Family Weekend committee to ensure that the FSL will have a booth/involvement

Strategic Priority Area-Academics

- Share comprehensive GPA report with the Rotunda, Greek newsletter, and bulletin board.
- Make sure there are GPA requirements that are higher than a 2.5 for all council officers and enforce them if someone does not meet that requirement

Strategic Priority Area-Accountability

- Provide roundtable discussions among chapter standards boards or executive boards.
 - Discuss ways to set and up hold standards, remove members, appropriate sanctioning, etc. facilitated by FSL and the Student Conduct and Integrity Office.
- Increase the tangible importance of being a recognized fraternity/sorority on campus.

2013-2014 Academic Year

Strategic Priority Area-Values Education

- Host a more intense retreat for leaders and emerging leaders that has a values education component-include as a start of semester retreat
 - 4 members from each chapter (incoming President, member education, member development, emerging leader) in addition to the Order of Omega President and Council Presidents, will be taught by the team that developed their mission and values.
 - Engage in Stoplight Workshop to evaluate each event / restructure all council programs and events to make sure they are in line with the core values. Meet with chapter leaders and ask them to do the same with their programs and events
 - Teach the workshop to each other as practice prior to Greek Summit.
- Each chapter will hold a values discussion - shared values, scripting, training of ritual officers, etc.
 - A script and checklist will be created over the summer of 2013
 - Presidents will complete the check list and turn it in with Chapter Excellence packet at the end of each semester.
 - Each chapter will facilitate Stop Light Workshop for chapter specific events.
 - Who: Have outside Sorority/Fraternity Team Leaders facilitate to ensure accountability.
- Create information for faculty and staff on what to do if they suspect hazing, signs of hazing, who to contact, etc.
- Ritual explanation ideas for all chapters - provide them with a list of ideas to use as Ritual/values clarification practices in the Fall 2013.
 - Develop “Best Practices” at a President’s Round Table.
- Use values as part of standards board cases- not just policy violations, but a violation against the shared core values of the community. Spring 2014 or Fall 2014
- Recognize and provide incentives for values enactment - awards restructuring, etc.
 - Have an award for each value in the Fall of 2013.

Strategic Priority Area-Staff and Support

- At the beginning of each semester, Fraternity and Sorority Life will identify key public events for each chapter and council and with the help of the leadership, attend them.
- Fraternity and Sorority Life will create a Greek Life Advisory Board that discusses issues pertaining to Greek Life at meetings held a minimum of two times a semester.
 - This Advisory Board shall be comprised of campus advisors, primary/grad advisors, and chapter specific advisory teams/boards, as well as any constituents Fraternity and Sorority Life deems appropriate.
- Fraternity and Sorority Life will create a list of offices and resources in the Longwood community that can assist in chapter success.

- Fraternity and Sorority Life will, in conjunction with other offices in the Division of Student Affairs, establish an appropriate advising and support structure for NPHC by the end of the Spring 2014 semester for implementation in Fall 2015.
- Fraternity and Sorority Life will create a “Greeks At A Glance” Fact Sheet each semester to be distributed to key constituents. This fact sheet should include pertinent data such as the GPAs of each council, specific positive contributions made by Longwood Greeks, and previous year’s recruitment numbers.

Strategic Priority Area-Public Relations

- Start planning with experts in the Communication/P.R. department to create marketing plans with the individual chapters and councils
 - Create a list of experts and what their part will be in the plans.
 - Determine what we want the plans to consist of.
 - Determine who the experts will present to and work with (advisors or chapters).
 - Start having conversations with the experts about the marketing plans.
 - Once the chapters know the basics, they should pick a core group of people to help create the marketing plan.
- Chapters should start creating their marketing plans with the help of their advisors and/or experts.
 - Once plans are complete, each plan should be gone over during a one-on-one meeting.
 - Chapters could review another chapter’s plan and give feedback.
- Councils should start creating events open to the entire campus.
- Chapters should consider pooling their resources together and planning events together.
- Create neighborhood relations team (Greek ambassadors) that focuses on (Greek neighborhood enhancement team).
 - Welcome Back event with neighbors (non students) to share phone numbers, etc.
 - Be the liaison between neighbors and houses in order to open lines of communication.
- Chapters should start creating an annual report in Spring 2014.

Strategic Priority Area-Accountability

- Help chapters create a written set of expectations for members (academic, financial, behavioral) and learn how to enforce those expectations.
- Work with chapter leaders to create and/or sustain a standards process internally that is in line with university, F/S community and their own inter/national policies and guidelines.
- Provide chapter leaders with tracked community judicial information and complaints.
 - Use this information as an educational tool. Provide information on number of complaints, caseload, findings, and sanctions. Can this be done with the judicial program? Break it down by Greek or non Greek? Fall 2014
- Identify ways (programs, speakers, training) to address the reality that the culture for most chapters at Longwood currently is one that protects the brotherhood/sisterhood instead of protecting the values of the organization. Spring 2014

- Review the minimum standards document with every chapter executive board and advising team annually. Every two years have a team revise the document to meet current needs and ensure it is in line with the core values of the community. Spring 2014

Strategic Priority Area-Academics

- Acknowledge chapters that increase GPA more than 0.1 from one semester to another with notes and through the Rotunda.
- Increase GPA to join a social greek chapter.
 - Change Student Handbook to reflect a minimum required 2.6 in Fall 2014 and then a 0.1 increase each year until we reach a 2.8 minimum GPA requirement.
 - Get pnm's with lower GPA's to tutoring services Spring 2014
- Build a tri-council Greek Awards for Faculty event
 - Create a program where Greeks recognize faculty who are advocates

Strategic Priority Area-Member Education

- Create a rubric of expectations for the 4 years of skills/knowledge learned.
- Use new member academy to provide broad picture of FSL. History of Fraternity & Sorority both at LU and larger (into)
 - Chapter history (into)
 - Tie activities into mission statement (through)
- Greek Summit (in line with Values Education goals)-session as a whole and then breaking down into chapters (through)
- Compare 4, 5, 6 year graduation rates.
 - What are targets we want to hit?
 - Compare to general population, athletics

2014-2015 Academic Year

Strategic Priority Area-Staff and Support

- Utilizing the previously created list of resources of chapter success, Fraternity and Sorority Life will create and maintain a speakers list that identifies individuals who can assist with key interests to Greek organizations.
- Fraternity and Sorority Life will offer an ongoing educational series for the entire Greek community.
 - Fraternity and Sorority Life will map each of the educational sessions in this series according to the community's core values. Faculty, staff members, students, and other members of the local area will facilitate these sessions.
- Fraternity and Sorority Life will establish a collaborative environment with other key offices/resources through formal and informal agreements.

Strategic Priority Area-Public Relations

- Councils should start working on ways to improve relations with residents on Buffalo Street
 - Meet with the Big Event committee to have Greeks work on a service project specifically in the Buffalo Street area.

Strategic Priority Area-Member Education

- Work with chapters to create 4 year development plans for their members.
- Hold a Greek networking event with alumni that would:
 - Include resumes reviewed by other Greeks.
- Send letters home as positive reinforcement the would:
 - Include important dates, how to contact FSL, who to call if hazing is suspected, etc.
- Create a leadership series that would:
 - Work with ACAC, Building Lancers into Leaders, ODI.
 - Layer offerings-wine tasting with alumni, Grad school prep, dressing for interviews.
- Discuss some intentional professional development in council meetings, using 45 minutes for business and then 15 minutes for how to market council and chapter roles.

2015-2016 Academic Year

Strategic Priority Area-Staff & Support

- Fraternity and Sorority Life will actively attend chapter meetings, programs, and leadership events on a regular basis.
- Fraternity and Sorority Life will attend one chapter meeting per chapter each semester to discuss resources for the members, chapter success, and expectations.
- Longwood University will restructure Fraternity and Sorority Life to include a Director, Coordinator, and a Graduate student by the end of Spring 2017.
- Longwood University will update Stubbs Residence Hall to be a living-learning community for sorority women by the end of Summer 2018.
 - a. The Offices of Residential and Commuter Life and Fraternity and Sorority Life will collaborate to establish a list of best practices and necessary improvements to transition Stubbs Residence Hall to a living-learning community.
- In partnership with Residential and Commuter Life, Fraternity and Sorority Life will establish chapter and member incentives to make on campus housing attractive to members.