Strategic Plan
UMKC Fraternity and Sorority Life

2/2/2012
Submitted to Vice Chancellor for Enrollment Management and Student Affairs, Mel Tyler
By the UMKC Fraternity and Sorority Task Force
In December of 2010, Vice Chancellor of Student Affairs and Enrollment Management, Mel Tyler, charged The Fraternity and Sorority Strategic Planning Task Force with developing a strategy/plan for the growth and support of the fraternity and sorority system at UMKC, including all NPHC, PHC, IFC and local chapters. The strategy/plan will be one that puts chapter and student success as a focus.

The following have been active members of the Fraternity and Sorority Affairs Task Force:

- Mr. Tanner Austin
- Dr. Andrea Drew
- Mr. Hugh Zimmer
- Dr. Angie Cottrell
- Ms. Shelby Coxon
- Ms. Tiffany Williams
- Ms. Angela Morel
- Mr. Joe Vaughan
- Ms. Martha Steele
- Ms. Melissa Leimkuehler
- Ms. Mystie Oldham
- Ms. Carla Wilson
- Ms. Michelle Kroner
- Ms. Britney Enochs

The University of Missouri – Kansas City has stated a goal of increasing student engagement and increasing the number of students enrolled at UMKC over the next ten years. As Fraternity and Sorority members have taken an active role in Goal 1 of the UMKC Strategic Plan of Placing Student Success at the center it is important that we have plan to engage our campus and fraternity and sorority members in a strategic way. Fraternities and Sororities can provide an optimal learning environment for all students: outstanding academic programs and experiences, seamless student support and a vibrant campus community.

The Task Force began meeting in February of 2011 and began by reviewing the work that had been done previously related to Fraternity and Sorority Affairs. That work included the Fraternity and Sorority Life Task Force (2009), Fraternity and Sorority Policies Task Force (2010), Fraternity and Sorority Life Housing Task Force (2010) as well as the Educational Benchmarking Institute (EBI) survey of Fraternity & Sorority Life. Because of the importance of the strategic plan, and recognizing historical biases, the Task Force determined that it was in our best interest to retain an outside consultant. With the Vice Chancellor for Student Affairs approval, Dr. Tom Jelke [http://www.tjelke.com/](http://www.tjelke.com/) was retained. The process with Dr. Jelke took a bit longer than expected and his work was deferred to the Fall 2011 semester.

On September 15 & 16th, Dr. Jelke came to campus for focus group meetings. In those meetings he spoke with:

- Student leaders
- Faculty Staff Advisors
- Fraternity and Sorority Affairs Strategic Plan Task Force
- Chapter Advisors
- Fraternity and Sorority Affairs Staff
- Vice Chancellor for Student Affairs and Enrollment Management
- Director of Office of Student Involvement
- Assistant Dean of Students

Dr. Jelke returned to campus on October 6th and 7th, 2011 to begin structuring the plan in collaboration with the Fraternity and Sorority Affairs Strategic Plan Committee. The resulting draft was taken for
feedback by Chapter Advisors, Faculty Staff Advisors, and our Fraternity and Sorority members. The dates of the presentations were November 10th and November 16th. The Task Force determined that we needed to make one more outreach to incoming Fraternity and Sorority Officers and that final presentation was held on Wednesday, January 18th, 2012.

The feedback from those sessions were submitted to the Fraternity and Sorority Strategic Plan Task Force and the following are their final recommendations to the Vice Chancellor of Student Affairs and Enrollment Management.

The Task Force first sought to create a vision and mission statement that was consistent with what we wanted from the fraternities and sororities as well as our role within the greater UMKC Strategic Plan.

**UMKC Fraternity and Sorority Community Vision Statement:**
We will be a model diverse Fraternity/Sorority community, respected locally and recognized nationally for academic excellence, engagement with the campus and local community, and leadership development programs.

**UMKC Fraternity and Sorority Community Mission Statement:**
The students, alumni, volunteers, faculty and staff that comprise the UMKC fraternity and sorority community will work collaboratively to accomplish our mission:

- To set and achieve ambitious goals, expectations and standards in accordance with our Community values.
- To recruit, retain, and develop exceptional members.
- To prepare our members to be successful academically, socially, and civically.
- To promote the high ideals and positive practices of our members and chapters.

**UMKC Fraternity and Sorority Community Values:**
- Academic Achievement - success in the classroom and the pursuit of knowledge
- Brotherhood/Sisterhood: working within individual chapters and broader campus community to build friendship and camaraderie
- Character – respect, ethics, integrity, trustworthiness, high standards
- Collaboration - working with each other, campus community, neighborhoods, other organizations
- Diversity - embracing and reflecting the same kind of diversity that exists on campus and in Kansas City
- Personal Development - ensuring that our members grow as scholars, leaders, and citizens
- Service – to the campus and surrounding community
- Excellence – seeking to continually improve practices and processes to achieve our goals

The Task Force identified six strategic priority areas for the next five years:

1. Academics
2. Recruitment/Intake
3. Member Development
4. Communications/Public Relations
5. Service/Philanthropy
6. Housing
The priority areas and five year recommendations are as follows:

**Academics**

*Overall Objective: To have every chapter consistently achieve a GPA that is above the all-campus average*

**Year 1-2**
- Track and monitor new member grade point averages
- Consider tracking other benchmarks like all freshmen average, new member vs. returning member, etc.
- Set and enforce a minimum grade point average for all chapters
  - Develop an enforcement strategy with students, advisors and university officials
- Create an academic recognition plan
  - Identifying and honoring individuals and chapters with exceptional grades
  - Publications that detail chapter and community grades

**Year 3-4**
- Create a faculty advisor job description/training manual/training session
- Create a Chief Faculty Advisor position that oversees academic programming for the entire fraternity/sorority community
- Apply for AFLV awards in the area of Academics

**Year 5**
- Create an academic support system modeled after the one used at UMKC athletics

**Recruitment/Intake**

*Overall Objective: To have fraternities and sororities comprise 8% of the undergraduate population at UMKC (currently about 5%)*

**Year 1-2**
- Evaluate current recruitment practices, recruitment operations and timelines (for chapters and councils)
- Develop a comprehensive marketing campaign for fraternity/sorority community
  - Targets: incoming freshmen, transfer students, parents, campus leaders, residence hall students, commuter students faculty members
  - Methods: Personal handwritten invitations; multi-media presentations at key events such as orientation/move in day, parent’s weekend, etc.; Parent’s brochures; one page highlights of accomplishments
  - Identify ways to have key administrators (Chancellor, Vice Chancellor, etc.) speak about/promote fraternities and sororities.
- Create/Bring in council-based recruitment workshops such as Phired-Up, Recruitment Bootcamp, Intake Equation, or Something of Value

**Year 3-4**
- Create a Greek Orientation (GO) team that is hand selected and trained to educate others about the how and why to join the fraternity/sorority community at UMKC.
- Create an expansion/extension plan that will allow for sustainable addition of fraternities and sororities over the next 3-7 years
Recruitment/Intake cont.
Year 5
• Renew marketing campaign strategy
• Apply for AFLV awards in the area of Recruitment/Intake

Member Development
**Overall Objective:** To have every chapter and council led by competent, trained, and organized chapter officers

Year 1-2
• Comprehensively review your current programming load and make revisions to cut out over-programming
  • Review what kinds of programs are required by national headquarters and see if those can be offered collaboratively
  • Create a comprehensive Greek Calendar 6 months in advance and approved by chapters/councils.
  • Assess senior/upperclass member programs
Year 3-4
• Create a comprehensive council training program
  • Provide written materials as well as facilitation
  • Include chapter advisors, outgoing and incoming council officers and delegates
• Develop Mentoring opportunities, reflections for upperclassmen
Year 5
• Create and implement a multi-tiered leadership development program
  • New Member 101
  • Emerging Leaders Seminar
  • Executive Officer Seminar
  • Create a certificate or a co-curricular transcript for those that are able to complete these
• Apply for AFLV awards in the area of Member Development

Communication/PR
**Overall Objective:** To provide all of our constituents with pertinent information on a consistent basis.

Year 1-2
• Create a comprehensive PR plan that identifies constituents, pertinent information, and best methods of disseminating that information
  • Members, alumni, advisors, staff, faculty, neighbors, potential new members, parents, KC community, media.
  • Information about upcoming events, academics, philanthropy, service, recruitment, member development, success stories, etc.
  • Newsletters, emails, social media, face to face meetings, handwritten notes/invitations, etc.
  • Create a plan to tackle the 6 toughest "nuts to crack" when it comes to recruitment
    • Athletics, School of Nursing, Conservatory, School of Medicine, Architecture Program, Residence Life
• Create a report that briefly highlights the year's accomplishments
• Communicate with faculty/staff about involvement with chapter’s opportunities
Communication/PR cont.

Year 3-4
- Create visible icons on campus that allow the campus community to understand that fraternities and sororities are a viable part of the University
  - Ideas generated included benches, trophy cases, banners, clothing in the book store, etc.

Year 5
- Create & Update the alumni database through a triangulation of chapter data, HQ data, and data from the university
- Apply for AFLV awards in the area of Public Relations

Service and Philanthropy

*Overall Objective: To raise an average of $20 per person and donate an average of 20 hours per person per year for philanthropy and community service that directly impacts the Kansas City community*

Year 1-2
- Create an all-Greek calendar to ensure that these projects do not overlap or over program members
- Create an effective evaluation/registration process for campus philanthropies that includes timing, access, cause, purpose, and impact

Year 3-4
- Create an effective tracking system that allows the councils and university to track dollars raised, cans donated, and hours spent on philanthropy and service
- Apply for AFLV awards in the area of Philanthropy/Service

Year 5
- Create an all fraternity/sorority philanthropy and/or service project
- Create an ongoing service project that impacts the local community

Housing & Facilities

*Overall Objective: To provide all fraternities and sororities with options for living and operating in a communal, academically enabling, safe, and affordable home.*

Year 1-2
- Begin to implement the housing master plan (2010) and communicate those steps to campus and fraternity/sorority community
  - Include updates every time a part of that plan comes to fruition (like Lambda Chi Alpha move).
  - Also consider having the master plan highlighted in the alumni magazine or other publication
  - Work with Administration and Finance to detail long term land lease options
- Conduct a full evaluation of housing operations and the student experience
  - Identify areas to change, specifically focusing on cost, maintenance, contracts, transferability (moving from residence halls to fraternity housing), environment, standards to keep a house, etc.
Housing & Facilities (cont.)
Year 3-4

• Work with chapter alumni and the Alumni office to do feasibility studies, fundraising analyses, and housing projections.
• Apply for AFLV awards in the area of Housing/Facilities

This workgroup understands that the work they have done is a recommendation to UMKC, and that portions of the plan may need to be adjusted to meet university strategic plan timelines and other university and community goals. One particular area was related to fraternity and sorority housing and when we should start feasibility studies, fundraising analyses and housing projections. In addition, it is critical that when we are ready to expand the Fraternity system that we are intentional about recruiting the right types of chapters to further expand and improve the student experience at UMKC.

In closing, the Task Force is excited about the direction that the fraternity and sorority community is going, and looks forward to implementation of the plan and beginning work as soon as possible.