

NASPA Consortium: Fraternity/Sorority Life Impact Student Survey

Brief description of project:

The Fraternity/Sorority Life Impact Student Survey, developed by NASPA and StudentVoice, was administered at the University of Utah in Spring 2011 to a random sample of undergraduate students as well as all Greek Life members. Students were sent an e-mail via StudentVoice to complete the survey electronically. The total number of surveys was 709 which represents a response rate of 15.7%.

Summary of Key Findings:

The survey highlighted two primary perceptions pertaining to Fraternity and Sorority Life. First, members of these organizations overwhelmingly value their experience, both for purposes of personal connections, but also in the skills they obtain from their participation. The second is the perception held by students who have not participated in a fraternity or sorority. These students generally have a negative view of Greek-letter organizations, and unless they have a direct personal connection to a fraternity or sorority member, have almost no interest in joining.

Actions Taken:

The data found through the survey has assisted the Assistant Dean of Students and the leadership of the Fraternity and Sorority community to adjust marketing techniques to better highlight the positive aspects that fraternity and sorority members experience through their membership. The dissonance in views of Greek life between members and non-members is stark, and it is a continual goal of the fraternity and sorority community to break those barriers and stereotypes.

Which Student Affairs goals does this project align with?

To the extent this project assisted in improving the Fraternity/Sorority experience, it aligns with the number one goal of Student Affairs, which is to develop students as a whole through the cultivation and enrichment of the body, mind and spirit. Additionally, the utilization of the survey as an assessment tool aligns with the division's sixth goal to utilize a coordinated assessment, evaluation and research approach to promote data driven decision making.