



## East Carolina University | Board of Trustees University Affairs Committee Meeting | April 23, 2015 Agenda

- I. Approval of February 19, 2015 Action
- II. Closed Session
- III. Academic Affairs
  - A. Conferral of Degrees (Ron Mitchelson) Action
  - B. Update of History Curriculum (Ron Mitchelson)
- IV. Research and Graduate Studies
  - A. Implementation of BOG Centers and Institutes Report Recommendations
  - B. Discontinuation of the Center for Applied Computational Studies (Mike Van Scott) Action
- V. Student Affairs
  - A. Review of Greek Life Community at ECU (Virginia Hardy)

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Deborah Davis, Chair
Agenda Item	I.
Item Description	Approval of February 18, 2015 minutes
Comments	
Action Requested	Approval
Disposition	
Notes	

Minutes of the Meeting of the  
**University Affairs Committee**  
**East Carolina University Board of Trustees**  
February 19, 2015 at 3:15pm  
Mendenhall Student Center – Great Room 3

Board Members Attending: Deborah Davis (chair), Robert Brinkley, Carol Mabe, Danny Scott, Jake Srednicki

Others in Attendance: Terry Yeargan, Vern Davenport, Mark Copeland, Max Joyner, Ron Mitchelson, Virginia Hardy, Michael Van Scott, Austin Bunch, and Steve Ballard

Meeting began 3:30pm

Ms. Davis opened the meeting by reading the conflict of interest statement.

The minutes from the previous meeting were approved.

Mr. Scott made a motion to go into Closed Session and was seconded by Ms. Mabe at 3:33pm.

University Affairs returned to open session at 4:19pm

#### Petition for Political Activity

- Ron Mitchelson submitted a petition for political activity for Calvin Mercer as was presented in the Board materials. Following a discussion Mr. Scott made a motion to approve and Mr. Srednicki seconded it. The motion was approved.

#### Research and Graduate Studies – Michael Van Scott

- **NSF Higher Ed Research and Development**
  - ECU saw an increase in R&D expenditures and moved our rank up for 233 to 218. There may be a slight dip next year, but should return to an increase in the years to follow. We are now the third largest research institution in the state system, for the first time ever.

#### Academic Affairs – Interim Provost Ron Mitchelson

- **Millennial Campus Proposal**
  - Dr. Ted Morris provided a presentation about the proposal, which re-caps the white paper shared with the Board in the past. A millennial designation is a legal designation that opens more opportunities with public and community partnerships for meaningful impacts to occur. The opportunity to help capitalize on our area and what we have to offer. We want to keep the good people that graduate from this institution here in Eastern NC. We want to host a culture of innovation that helps us thrive and Eastern North Carolina thrive with us. Some of the areas where we can capitalize on this is through Operation Re-Entry, Creative talent added to the STEM approach and our research can lead to more jobs and opportunities for growth. If the BOT approves this, it goes to President Ross and the Board of Governors and if they approve, it will be done. We must prove that this will improve economic development throughout the region. Opens doors to public/private development partnership and recruit and retain talent. The Dickinson Avenue corridor is the area being looked at as the study area. This will be a zone where we have everything from residential to light manufacturing and everything in between. There five main spaces that we are focusing on: Warehouse district, Uptown Area, Health Science Campus, Stratford Arms and Blount Fields, and Coastal Studies Institute. He shared some of the impacts including, but not limited to recruiting jobs, create a skilled workforce, and develop regional leadership. He shared some of the partnerships already underway with funding or funding pending including, but not limited to Golden Leaf money for Pharmaceutical development and advanced manufacturing and innovation academy, Operation Re-Entry North Carolina and a Lab for Simulated Blast Injury and High Explosive Research. **A motion of support from the BOT was made and seconded and then voted for approval.**

## **Student Affairs – Vice Chancellor Virginia Hardy**

- **Student Rights and Responsibilities Response**

- Ms. Davis opened a discussion from a letter written and shared by BOT member Max Joyner. The letter showed concerns for Mr. Joyner and was opened up for a larger discussion. Mr. Joyner shared that he showed the policy to NC Free and wanted to know what, if anything, can be implemented or updated to our existing policy. Ms. Davis stated that we have a policy in place and that was agreed upon and the policy was passed. In the same light, she wanted to go over the pieces of the letter. Mr. Scott said that it is important to remember that our process is different the legal process. Just because things are right in the legal system doesn't mean the same rules apply for the code system in higher education.
- Dr. Hardy provided some clarification to the pieces of the letter as to what is currently in our policy and what is not. Item one, cross-examination between parties can exist, but it is done through the panel. Second, the preponderance of evidence standard is applied in our system. Third, if witness were someone's roommate would they be allowed to communicate with the roommate? The answer is yes. We want to make sure there is no intimidation and retaliation with the proceedings between parties that could be roommates. No one would be forced to communicate or not communicate with his or her roommate. Our policy is reviewed every two years and reviewed by faculty, staff and students.

- **Greek Life**

- Dr. Hardy shared the recent timeline of events from the self-imposing of a social suspension earlier this month by IFC (Interfraternity Council) and then kept it in place despite the charges being dropped in one incident. Last week, the social suspension was lifted after they identified the risks they face and the manners in which they are handling the risks. The IFC showed a great deal of leadership through self-governance to see risk management issues and then acting to fix them moving ahead. Mr. Joyner stated that there are great things that are being done by our Greek students and we don't spend enough time talking about that. Mr. Joyner believes that the suspension was unfair. Dr. Hardy shared the meeting with the IFC chapter presidents was a discussion that lead to them deciding on a suspension on their own. She also talked about why the councils are handled differently.

**Meeting Ends at 5:35 pm**

Respectfully submitted by Christopher Stansbury

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	
Agenda Item	II E
Item Description	0 [ • ^ a U ^ • • q }
Á Action Requested	
Notes	

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Dr. Ron Mitchelson, Provost
Agenda Item	III. A
Item Description	Conferral of Degrees
Comments	
Action Requested	Action requested
Disposition	
Notes	

**Proposed Motion  
University Affairs Committee  
ECU Board of Trustees  
April 23, 2015**

**Conferral of Degrees**

**I move that the candidates for degrees, as approved by the Faculty Senate and the Chancellor, be authorized for conferral on Friday, May 8, 2015, at the annual Spring commencement.**

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Dr. Ron Mitchelson, Provost
Agenda Item	III. B.
Item Description	Update of History Curriculum
Comments	
Action Requested	Information & Discussion
Disposition	
Notes	



East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Dr. Mike Van Scott
Agenda Item	IV. A.
Item Description	Implementation of BOG Centers and Institutes Report Recommendations
Comments	
Action Requested	Information & Discussion
Disposition	
Notes	

*Constituent Universities*

Appalachian  
State University

East Carolina  
University

Elizabeth City  
State University

Fayetteville State  
University

North Carolina  
Agricultural and  
Technical State  
University

North Carolina  
Central University

North Carolina  
State University  
at Raleigh

University of  
North Carolina  
at Asheville

University of  
North Carolina  
at Chapel Hill

University of  
North Carolina  
at Charlotte

University of  
North Carolina  
at Greensboro

University of  
North Carolina  
at Pembroke

University of  
North Carolina  
at Wilmington

University of  
North Carolina  
School of the Arts

Western Carolina  
University

Winston-Salem  
State University

*Constituent High School*

North Carolina  
School of Science  
and Mathematics

An Equal Opportunity/  
Affirmative Action Employer

**Christopher S. Brown, Ph.D.**  
**Vice President, Research & Graduate Education**

Phone: 919.962.4619

Cell: 919.830.2238

Email: [csbrown@northcarolina.edu](mailto:csbrown@northcarolina.edu)

**Memorandum**

**To:** Chancellor Steven Ballard  
**From:** Kevin FitzGerald  
Christopher S. Brown  
**Date:** March 25, 2015  
**Subject:** Implementation of Centers and Institutes Report Recommendations  
for East Carolina University (ECU)

On February 27, the Board of Governors accepted the report of its Working Group on Centers and Institutes and adopted a resolution that directs affected Chancellors to take prompt action to implement the report's recommendations.

This memorandum provides general and specific instructions regarding required follow-up for ECU in these key areas:

- 1. Centers and Institutes Validated**
- 2. Special Campus Review for Discontinuation**
- 3. Campus Action Recommended**
- 4. Coastal/Marine Centers and Institutes**
- 5. Regular Campus Review**
- 6. Training of Center and Institute Directors**
- 7. Campus Funding of Centers and Institutes**

We will review these instructions during the March 30, 2015, Chancellor's Administrative Council meeting.

## 1. Centers and Institutes Validated

The following Centers operating at ECU were validated by the Board of Governors. No additional special action is required. Ongoing adherence to UNC Policy 400.5(R) is expected.

Center for Applied Psychophysiology

Center for Health Disparities

Center for Sustainable, Tourism, Natural Resources, and the Built Environment

Center for Telepsychiatry and e-Behavioral Health

East Carolina Center for Nursing Leadership

East Carolina Diabetes and Obesity Institute

Eastern Carolina Heart Institute

Institute for Outdoor Theatre

NC Agromedicine Institute

Pediatric Healthy Weight and Treatment Center

Rural Education Institute

Small Business Institute

## 2. Special Campus Review for Discontinuation

During the review process, ECU indicated that it would discontinue the Center for Applied Computational Studies. This action is to be completed and reported to the Board of Governors no later than July 1, 2015.

## 3. Campus Action Recommended

The UNC Board of Governors directed that the following working group recommendations be implemented within the specified timeframes:

Center for Diversity and Inequality Research

Within the next 6 months, the chancellor and board of trustees should evaluate the impact on funding if these activities were located in a department instead of a center and make any appropriate changes.

Center for Health Systems Research and Development

Within the next 12 months, the campus should conduct a review of the Center. The final review should be submitted to the chancellor and then shared with the trustees for information.

Center for Natural Hazards Mitigation Research

Within the next 6 months, the chancellor and board of trustees should evaluate the impact on funding if these activities were located in a department instead of a center and make any appropriate changes.

NC Center for Biodiversity

The campus should initiate processes to discontinue the Center. This shall be completed and reported to the Board of Governors no later than September 1, 2015.

**4. Coastal/Marine Centers and Institutes**

Institute for Coastal Science and Policy (ICSP) and UNC Coastal Studies Institute are two of nine UNC system Centers and Institutes that will be monitored by the Board of Governors to assess their progress in improving coordination and efficient operation. Dr. Chris Brown will continue to lead for this effort on behalf of UNC General Administration.

**5. Regular Campus Review**

During the course of its review, the working group determined that many Centers and Institutes have not been regularly reviewed by their administrative campuses. By the end of the 2015-16 academic year, you must certify that all Centers and Institutes at ECU have been reviewed within the last six years, in accordance with UNC Policy 400.5[R].

## **6. Training of Center and Institute Directors**

Centers and Institutes are subject to the management, oversight, and control of the chancellor of the administrative campus. University policy prohibits employees from engaging in political activity while on duty, and the Internal Revenue Code (IRC) limits the extent to which certain organizations that are tax exempt may engage in activities directed towards influencing legislation (lobbying), subject to applicable exceptions. To ensure compliance with these requirements, each chancellor must certify that the directors of all centers and institutes receive annual compliance training concerning Internal Revenue Code restrictions on political and legislative activities.

A common compliance training and reporting program for use by all campuses will be developed by General Administration

## **7. Campus Funding of Centers and Institutes**

Many Centers and Institutes have been able to secure outside resources to help support their activities. The working group concluded that accelerating efforts by other Centers and Institutes to raise external funding could greatly improve their sustainability and possibly free up scarce state funding for other campus investments.

As recommended by the working group, you should review each Center or Institute currently receiving General Fund support in order to determine the viability of implementing the following:

- Reducing General Fund appropriation by 25 percent over a three-year period ;
- Confirming that each Center and Institute has a plan to solicit outside funding;
- Confirming that each Center and Institute has a plan in place to solicit funding from interested and supportive alumni and is implementing this plan; and
- Confirming that each Center and Institute is actively pursuing grant funding aligned with the mission and purpose of the organization.

For each specific Center or Institute, you or your designee is to determine the viability of raising additional funds and reducing general Fund support.

An initial report that identifies those centers that will be monitored for potential funding reductions must be submitted to the campus Board of Trustees.

Funds made available through this process will remain at the campus, where they will be redirected for other campus needs at the chancellor's discretion.

Attachments:

February 27, 2015, Board of Governors Resolution

Final Centers and Institutes Report

Summary of Centers and Institutes review outcomes

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Dr. Mike Van Scott
Agenda Item	IV. B.
Item Description	Discontinuation of the Center for Applied Computational Studies
Comments	
Action Requested	Information & Discussion
Disposition	
Notes	

**Department of  
Chemistry**

Thomas Harriot College  
of Arts and Sciences  
Science and Technology  
Building, Suite 300  
East Carolina University  
Greenville, NC 27858-4353

252-328-9700 office  
252-328-6210 fax  
[www.ecu.edu/chem](http://www.ecu.edu/chem)

April 6, 2015

William M. Downs  
Dean, Thomas Harriot College of Arts and Sciences  
East Carolina University  
Greenville, NC 27858

Dean Downs:

The Department of Chemistry hereby requests that the Center for Applied Computational Studies (CACS) be discontinued as a University of North Carolina authorized Center.

CACS was established in 2003 to document institutional support for proposals to the National Science Foundation (NSF) for extramural funds to purchase hardware and software for computational methods, molecular modeling, and data visualization. In 2004 and 2006, CACS received two awards totaling over \$700,000 under the NSF Major Research Infrastructure (MRI) program. The equipment was housed in space designated by Information and Technology Computing Services (ITCS). The awards required East Carolina University to provide annual support for maintenance of the equipment, and those funds were allocated from the budget of the East Carolina University Division of Research beginning in 2011, once the maintenance support that was built into the NSF proposals expired (the latter proposal provided umbrella coverage for the hardware acquired in the former grant). Faculty in the Department of Chemistry oversaw the facility and provided tutorials and consultations on the equipment and facilities. Other than the federal awards in 2004 and 2006, all funding for support of CACS was from East Carolina University. Last year, funding for maintenance of the equipment was transferred from the Division of Research and Graduate Studies to the Department of Chemistry budget. Therefore, at the present time all of the resources in support of CACS are provided through the Department of Chemistry and ITCS.

CACS currently serves over 120 unique users from the following institutions:

- East Carolina University
- North Carolina State University
- University of North Carolina at Wilmington
- North Carolina Agriculture & Technical University
- United States Environmental Protection Agency and
- NC School of Science and Mathematics (NCSSM)

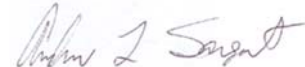
and the computers in CACS are linked to the NC High School Computational Chemistry Server at the NCSSM.

The Department of Chemistry is committed to offering services to its users, but as a departmental facility as opposed to a UNC-designated center.

Thank you for considering this request.



Allison S. Danell, PhD  
Associate Professor and Interim Chair of Chemistry



Andrew Sargent, PhD  
Professor of Chemistry and Director of the Center for Computational Studies



**From:** Downs, William M  
**Sent:** Tuesday, April 14, 2015 7:09 AM  
**To:** Mitchelson, Ron  
**Cc:** Van Scott, Michael  
**Subject:** CACS Discontinuation

Ron,

I concur with the attached request from the Department of Chemistry re discontinuation of the Center for Applied Computational Studies.

With regards,

Bill

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**ECU Centers and Institutes Review Committee recommendation:**

Approve       Disapprove       Other

Michael R. Van Scott      4/20/2015  
CIRC Chair      Date

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**Academic Council recommendation:**

Approve       Disapprove       Other

Ron Mitchelson      4/20/2015  
Ron Mitchelson      Date

Phyllis D. Horvath      4/20/15  
Phyllis Horvath      Date

Michael R. Van Scott      4/20/2015  
Michael R. Van Scott      Date

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**Chancellor's Executive Council recommendation:**

Approve       Disapprove       Other

Steven Ballard      4-20-15  
Chancellor      Date

East Carolina University  
Board of Trustees  
University Affairs Committee  
April 23, 2015

Session	University Affairs Committee
Responsible Person	Dr. Virginia Hardy
Agenda Item	V.
Item Description	Review of Greek Life Community at ECU
Comments	
Action Requested	Information & Discussion
Disposition	
Notes	



**A REVIEW OF THE GREEK COMMUNITY AT ECU  
BOARD OF TRUSTEES BRIEFING**

**EAST CAROLINA UNIVERSITY  
DIVISION OF STUDENT AFFAIRS**

Greenville, North Carolina  
April 2015

**Student Affairs Assessment, Research, and Retention  
Student Involvement and Leadership**

## Overview of Briefing

This briefing was developed to provide members of the ECU Board of Trustees with a comprehensive review of the Greek Community that includes data on membership within Greek organizations, recent research conducted on the impact of fraternity and sorority membership on today’s college students, and challenges facing fraternities and sororities nationally. The briefing also captures the mission and values of the ECU Greek Community along with a reporting of progress made in the areas of membership recruitment, student success, campus leadership and service, educational programming, risk management and alumni engagement. The briefing concludes with an overview of the Strategic Aspirations identified by senior leaders in the Division of Student Affairs aimed at strengthening fraternities and sororities and positioning the Greek Community at ECU to be the benchmark in North Carolina and the nation.

<b>Acronyms Used in this Briefing</b>	
<u>NATIONAL ORGANIZATIONS:</u>	
NALFO	National Association of Latino Fraternal Organizations
NAPA	National Asian Pacific Islanders Panhellenic Association
NIC	North American Interfraternity Conference
NMGC	National Multicultural Greek Council
NPC	National Panhellenic Conference
<u>ECU COUNCILS:</u>	
IFC	Interfraternity Council
MGC	Multicultural Greek Council
NPHC	National PanHellenic Council
PHC	Panhellenic Council

## National Landscape of Fraternity and Sorority Life

College fraternities and sororities have a rich history within American higher education dating to the founding of the Phi Beta Kappa Society on December 5, 1776 at The College of William & Mary. While Phi Beta Kappa is now widely considered to be the nation's most prestigious honor society and not a social fraternity, it is recognized as the first Greek-letter social fraternity in North America. For 239 years, fraternities and sororities have offered their members an organized and varied experience that has included community service projects, intramural sports, social functions, and alumni engagement activities.

Nationally there are 74 men’s fraternities with 350,000 undergraduate members in 5,500 chapters on 800 college campuses that comprise the North American Interfraternity Conference (NIC, 2015). There are 26 sororities with over 325,772 undergraduate members in 3,175 chapters on 665 campuses that comprise the National Panhellenic Conference (NPC, 2015), nine historically black fraternities and sororities in 6,460 chapters that comprise the National PanHellenic Council (NPHC, 2015), 18 Latino/a fraternities and sororities that comprise the National Association of Latino Fraternal Organizations (NALFO, 2015), 13 fraternities and sororities comprise the National Multicultural Greek Council (NMGC, 2015), and 14 Asian American fraternities and sororities comprise the National APIA Panhellenic Association (NAPA, 2015). Chapter and member data for NALFO, NAPA, and NMGC are not currently available. It is estimated there are 10 million alumni members of Greek-letter fraternities and sororities.

These national organizations make convincing arguments that Greek organizations benefit the sponsoring campus, stipulating that students who affiliate with a fraternity or sorority are more likely to remain in school and alumni affiliated with a fraternity or sorority make significantly higher donations to the school. Membership in a fraternity or sorority also enhances the development of mature interpersonal relationships, facilitates the development of leadership skills, teaches teamwork, fosters interchange of ideas, promotes values clarification, and can facilitate the

development of a sense of autonomy and personal identity. On more isolated college campuses, fraternities and sororities may provide the only social life for campus (Grandillo, 2002).

There is strong research to support the value of the fraternity and sorority experience. When it comes to being engaged at work and experiencing high well-being after graduation, a new Gallup-Purdue University Index study released in Spring 2015 of U.S. college graduates found that graduates who are members of fraternities or sororities are more likely to be thriving in all five elements of well-being during their post-graduate years in comparison to graduates who did not join a fraternity or sorority. The study revealed that respondents identifying themselves as members of fraternities and sororities – 16 percent of respondents indicated that they were a member of a national fraternity or sorority while attending college – scored better in overall well-being, workplace engagement, collegiate support, experiential learning and alumni attachment (Gallup/Purdue University, 2015).

Despite these positive research findings, the perception among many incoming freshmen, their parents, and unaffiliated students is that fraternities and sororities are elite organizations who are prone to engage in hazing related activity, seen as purveyors of sexual assault, and are heavy abusers of alcohol. Isolated national incidents involving hazing related deaths and racist behavior have called into question the value of today's college fraternity and sorority. The challenge for (inter)national headquarters, college administrators, and undergraduate or alumni members of fraternities and sororities is to solidify their relevance as values based organizations that complement a student's college experience.

### **ECU Greek Life Community**

The purpose of the following information is to provide a broad review of the ECU Greek Community as it currently operates to establish the context for strategic aspirations, which will be outlined at the end of this report.

### **Mission and Values**

The mission of the Office of Greek Life at East Carolina University is to enhance student development through membership in Greek organizations. The Greek Community strives for excellence in all aspects of fraternity and sorority life. The privileges and obligations of membership, taken under oath through rituals, binds students to their respective national organizations and chapters through a set of shared values. These community values serve to establish and maintain mutually beneficial relationships with students, administration, faculty, alumni, advisors, local community members, and (inter)national Greek-letter organizations.

The Office of Greek Life is committed to the fulfillment of the following core values:

- Friendship
- Leadership
- Philanthropy
- Service
- Scholarship

### **Councils and Chapters**

The Greek Community at ECU is composed of 38 (inter)national Greek Letter fraternities and sororities with a total of over 2,500 students. The community includes four Councils: the Interfraternity Council (IFC), the Multicultural Greek Council (MGC), the National Pan-Hellenic Council (NPHC), and the Panhellenic Council (PHC). These councils were established to promote community service, leadership, academic excellence, campus involvement, diversity, and sisterhood

and brotherhood. Each council assists and supports their member organizations in recruitment, risk management, educational programming, and discipline. The four councils each vote on a governing board that also sits on ECU's Greek President's Council.

**Interfraternity Council (17 Chapters)**

Alpha Sigma Phi	Alpha Tau Omega	Beta Theta Pi
Chi Phi	Delta Chi	Delta Sigma Phi
Kappa Alpha	Pi Kappa Phi	Phi Gamma Delta
Phi Kappa Psi	Phi Kappa Tau	Pi Kappa Alpha
Sigma Alpha Epsilon	Sigma Phi Epsilon	Sigma Tau Gamma
Tau Kappa Epsilon	Theta Chi	



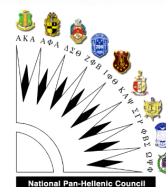
**Panhellenic Council (10 Chapters)**

Alpha Delta Pi	Alpha Omicron Pi	Alpha Phi
Alpha Xi Delta	Chi Omega	Delta Zeta
Kappa Delta	Phi Mu	Sigma Sigma Sigma
Zeta Tau Alpha		



**National Pan-Hellenic Council (6 Chapters)**

Alpha Phi Alpha Fraternity Inc.	Phi Beta Sigma Fraternity Inc.
Omega Psi Phi Fraternity Inc.	Kappa Alpha Psi Fraternity Inc.
Sigma Gamma Rho Sorority Inc.	Zeta Phi Beta Sorority Inc.



**Multicultural Greek Council (5 Chapters)**

Delta Phi Omega Sorority	Epsilon Chi Nu Fraternity
Iota Nu Delta Fraternity	Lambda Theta Alpha Sorority
Sigma Omicron Epsilon Sorority	



**Eligibility Criteria for New Members**

Students interested in joining a fraternity or sorority at ECU are required to meet certain individual criteria. These eligibility requirements are set by each organization, either through their national office or by the local chapter leadership. In support of organization's unique identities as well as to preserve the history, the Office of Greek Life or the four councils at ECU only requires that new members be currently enrolled students in good academic and social standing at the university. The following are the college academic ranges required by ECU organizations, separated by council.

- **IFC:** 2.5 to 2.8 GPA
- **MGC:** 2.5 to 2.6 GPA
- **NPHC:** 2.5 GPA
- **PHC:** 2.3 to 2.75 GPA

**Greek Housing**

Currently, there are 17 zoned fraternity and sorority houses with 257 ECU students living in them. Of these 17 homes, 14 are owned by local house corporations, composed of local alumni volunteers, and three are owned by the national organization's housing corporation. All of these properties have been zoned by the City of Greenville with chapters issued a special use permit.

### **Risk Management**

The Office of Greek Life takes a proactive approach to ensure that chapters fulfill their obligations outlined in risk management policies. In coordination with a broad base of constituencies, chapters must establish, develop, and enforce risk management policies and practices to ensure that the Greek experience is safe and embodies organizational ideals and values. The overall risk management plan pays particular attention to the issues of alcohol and drugs, hazing, sexual misconduct and harassment, health and safety, and social event management. In essence, all constituencies of the Greek Community are expected to work collectively to assure accountability.

When necessary, chapters do face disciplinary action ranging from education, probation, and suspension of activities to more serious actions such as chapter closings. Overall, the type of issues most commonly addressed through judicial sanctions are related to alcohol, hazing, recruitment, and remediation of broad risk management issues within chapters. Accountability, particularly directed at such issues, is accomplished through educational programs, member engagement and training, leadership development, focused conversations, and written agreements.

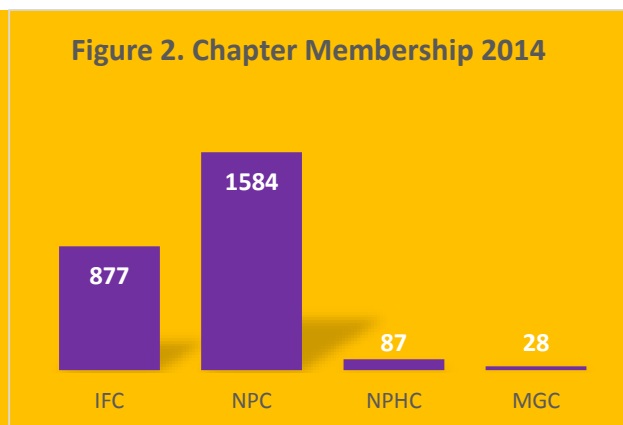
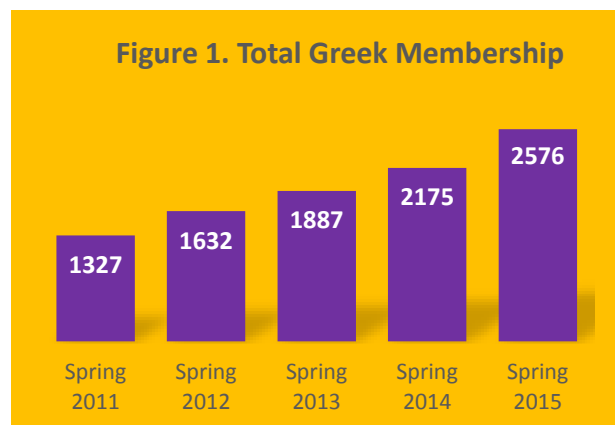
### **Educational Programming**

Educational programming is foundational to proactive risk management as well as student learning and development. In particular, educational programming is intended to be delivered in constructive formats that do no harm and serve to challenge Greek members to expand their horizons. Examples of core programming coordinated by the Office of Greek Life during the past academic year include the following:

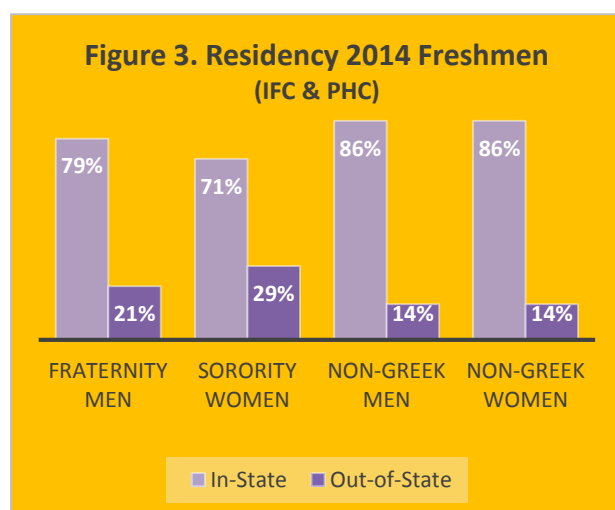
- Speakers
  - Mike Green, drug and alcohol prevention
  - TJ Sullivan, leadership and accountability
  - Steve Whitby, risk management and visioning
- Special Events
  - New Member Day
  - Greek Awards Banquet
  - NPHC Step Show
  - Greek Week
- Conference Participation
  - 25 students at Association of Fraternal Leadership and Values
  - Approximately 400 students attended chapter regional and national conferences

During spring 2014, the Greek Life Office at ECU administered the Association of Fraternity/Sorority Advisors – Educational Benchmarking Index survey to all members of the Greek Community. Based on a 37.7% response rate (n=808), members of the Greek Community reported that programming impacting interpersonal skills, sense of belonging, self-worth, collaboration, and personal development had an overall positive effect on their development. Notably, ECU Greek students reported higher levels of learning and personal development directly tied to their participation in Greek Life in comparison to the national averages. It should also be noted that respondents indicated that “programming” in terms of actual activities needed improvement relative to their satisfaction. The Office of Greek Life is working with chapters to better understand desired types of programs, speakers, and delivery mechanisms.

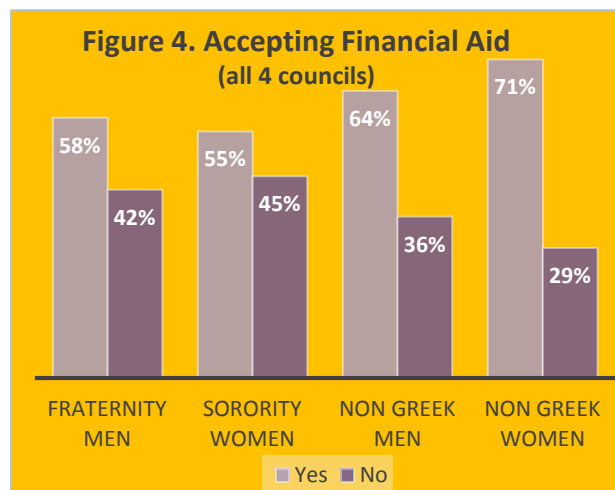
## Student Membership and Demographics



During the past five academic years, membership in the ECU Greek Life community has doubled from 1327 members in spring 2011 to 2576 members in spring 2015 (94% increase). With a total of 20,969 undergraduate students enrolled at ECU in fall 2014, 12% of the student body are members of the Greek Community.



Freshmen students who joined the IFC and PHC (NPHC and MGC organizations did not take first semester freshmen) organizations in their first semester in the fall 2014 are out of state residents in higher proportion to their non-Greek counterparts. As indicated by the residency of first time freshman, 26% of the Greek Community is from out of state compared to 14% of non-Greek students. Notably, nearly one-third of first year PHC sorority women are out of state residents (n=120; in-state=298). Among first year IFC fraternity men, over 1/5 are out-of-state residents (n=45; in-state=165). Overall, the major proportion of Greek out of state students come from Virginia, New Jersey, Maryland, and Pennsylvania



Fewer students who are members of the Greek Community (figure 4 includes all councils) accept financial aid when compared to their counterparts by gender. Both men and women in the Greek Community are closely matched in terms of percentage accepting financial aid (men = 58%; women = 55%). There is a 9% difference between fraternity men and non-Greek men (64%) and a 16% gap between sorority women and non-Greek women. It is notable that a majority of all students accept financial aid in some form. This is an area needing additional understanding with respect to influence on Greek membership.



**Table 1. \* Top 10 Majors of Greek and Non-Greek Students**

Greek		Non			
Fall 2014	Top 10 Majors	N	Fall 2014	Top 10 Majors	N
Fraternity	Management - Intended Major	160	Male	Management - Intended Major	630
	Marketing - Intended	63		Biology	435
	Criminal Justice	56		Engineering	404
	Construction Management	53		Industrial Technology	400
	Finance - Intended Major	46		Criminal Justice	391
	Biology	46		Undeclared	318
	Communication - BS	41		Communication - BS	282
	Exercise Physiology	39		Nursing	245
	Undeclared	38		Exercise Physiology	232
	Engineering	35		Health Fitness Specialist	213
	<b>Total</b>	<b>1,042</b>		<b>Total</b>	<b>7,994</b>
Sorority	Nursing	250	Female	Nursing	1,695
	Communication - BS	161		Elementary Education	693
	Elementary Education	136		Biology	622
	Hospitality Management	91		Psychology	559
	Management - Intended Major	66		Communication - BS	457
	Exercise Physiology	63		Undeclared	417
	Merchandising	61		Public Health Studies	389
	Biology	59		Management - Intended Major	350
	Public Health Studies	55		Exercise Physiology	329
	Psychology	55		Teacher Certification	310
	<b>Total</b>	<b>1,678</b>		<b>Total</b>	<b>11,120</b>
<b>Total</b>	<b>2,720</b>	<b>Total</b>	<b>19,114</b>		

\*This Table is based on the Office of Greek Life dataset that tracks any student affiliated with the Greek Community. The data include all students who have joined the Greek Community at some point in their college career, however, the number does not reflect current active membership for Fall 2014.

**Race Distribution by Councils**

The information displayed in this distribution of race figure was generated by ECU Institutional Research and is based on the Office of Greek Life membership rosters as well as the official institutional enrollment during fall 2014. Membership in PHC and IFC is predominantly White and proportionally higher than the unaffiliated student population by 23 percentage points for PHC (women) and 17 percentage points for IFC (men). Conversely, Black or African American representation is proportionally lower than the unaffiliated student population.

TABLE 2. FALL 2014		Council								Non-Greek		
Race/Ethnicity	IFC		MGC		NPHC		PHC		Total		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Non-Resident Alien							1	.06	1	.04	83	.45
Race/Ethnicity Unknown	11	1.25					15	.95	26	1.01	332	1.78
Hispanic	55	6.27	7	25	4	4.60	74	4.67	140	5.43	1161	6.23
American Indian or Alaskan Native	4	.46	3	10.71			5	.32	12	.47	115	.62
Asian	14	1.59	10	35.71			18	1.14	42	1.63	537	2.88
Black or African American	35	3.99	3	10.71	81	93.10	9	.57	128	4.97	3318	17.81
Native Hawaiian or other Pacific Islander	1	.11					2	.13	3	.12	21	.11
White	739	84.26	1	3.57			1,429	90.22	2,169	84.20	12,460	66.88
Two or more races	18	2.05	4	14.29	2	2.30	31	1.96	55	2.14	604	3.24
<b>Total</b>	<b>877</b>	<b>100</b>	<b>28</b>	<b>100</b>	<b>87</b>	<b>100</b>	<b>1,584</b>	<b>100</b>	<b>2,576</b>	<b>100</b>	<b>18,631</b>	<b>100</b>

## Student Success

### Pre-College Academic Indicators

The pre-college academic indicators of incoming ECU students who enter into the Greek Community in many ways mirror those of ECU's unaffiliated students. In examining Greek Community data from 2007-2014, Greek and unaffiliated member's SAT scores are nearly identical. Average SAT scores for both Greek and unaffiliated members increased from 2007-2010, plateauing through 2012, before declining in 2013-2014. The average high school GPAs of both Greek and unaffiliated members are also fairly similar, with unaffiliated members' high school GPAs roughly one-tenth of a point higher than their Greek member counterparts over the eight year period. Moreover, average high school GPAs steadily rose for both Greek and unaffiliated members from 2007-2014, with each group experiencing an increase of roughly one-tenth of a grade-point in 2014 from their lowest levels in 2008.

	SAT		HS GPA	
	Greek	Non-Greek	Greek	Non-Greek
<b>2007</b>	1037	1017	3.037	3.162
<b>2008</b>	1036	1025	3.031	3.129
<b>2009</b>	1043	1046	3.074	3.174
<b>2010</b>	1050	1039	3.084	3.192
<b>2011</b>	1052	1058	3.111	3.223
<b>2012</b>	1051	1050	3.114	3.249
<b>2013</b>	1044	1036	3.130	3.237
<b>2014</b>	1036	1029	3.129	3.241

### College GPA

Each semester the Office of Greek Life compiles semester grade reports for members of every chapter, separating new members GPAs from active members. By council, PHC members consistently report the highest semester GPAs for both new and active members. No true pattern exists across the remaining three councils since the council with the highest semester active member GPA vacillates each term. Generally speaking, students' semester GPAs improve as they progress through their college career. This pattern holds true for members of Greek-letter organizations as well, where new member GPAs are lower than their active member counterparts. Table 4 displays semester GPAs for both active and new members by council over the last four years.

	IFC		PHC		NPHC		MGC	
	Active	New	Active	New	Active	New	Active	New
<b>S 2010</b>	2.690	2.393	3.003	3.063	2.871	1.354	3.241	*
<b>F 2010</b>	2.689	2.335	3.078	2.801	2.789	1.871	3.166	2.263
<b>S 2011</b>	2.769	2.416	3.127	3.055	2.866	2.516	2.774	2.234
<b>F 2011</b>	2.727	2.386	3.056	2.818	2.965	2.516	2.818	—
<b>S 2012</b>	2.680	2.439	3.100	2.914	2.626	2.637	2.704	2.768
<b>F 2012</b>	2.742	2.289	3.116	2.956	2.825	2.732	2.908	*
<b>S 2013</b>	2.680	2.386	3.115	2.948	2.605	2.633	2.434	—
<b>F 2013</b>	2.734	2.262	3.078	2.851	2.812	—	2.786	—
<b>S 2014</b>	2.696	2.494	3.116	2.933	2.560	2.691	2.635	—
<b>F 2014</b>	2.743	2.218	3.096	2.845	2.734	*	2.498	2.973

*\*identifies that there were no new members inducted into the chapter*

*-identifies the number of new members were at or below five, which FERPA does allowed to be reported*

The semester and cumulative GPA data represent all students who are currently active as members of the Greek Community at ECU in comparison to students who are not members of the Greek Community. Among sorority women, the semester and cumulative grade point averages are fairly consistent within councils although MGC had a slight improvement (.03) during fall 2014 and NPHC had a slight performance decrease (.12) during fall 2014. When comparing sorority women and non-Greek women, the grade point averages are similar with only a .02 difference. Among fraternity men, the semester and cumulative grade point averages vary somewhat with IFC decreasing slightly (.03), MGC men's average increased by .12, and the NPHC average decreased by .17 during fall semester 2014. The overall fall 2014 semester average is slight lower at 2.60 in comparison to the cumulative mean GPA for fraternity men. In comparison to non-Greek men, the fraternity mean GPA is .14 lower. When comparing sorority women and fraternity men, there is a .37 difference with women having the higher cumulative GPA. Note: These data was generated by ECU Institutional Research as an ad hoc request and is based on the current Office of Greek Life membership rosters for each Greek Council.

Table 5. SEMESTER GPA FALL 2014 BY GENDER AND COUNCIL										
WOMEN	Greek								ECU Women	
	PHC		MGC		NPHC		Overall			
	Total	GPA	Total	GPA	Total	GPA	Total	GPA	Total	GPA
	1,584	3.01	20	2.79	29	2.90	<b>1,633</b>	<b>3.00</b>	10,684	3.02
MEN	Greek								ECU Men	
	IFC		MGC		NPHC		Overall			
	Total	GPA	Total	GPA	Total	GPA	Total	GPA	Total	GPA
	877	2.60	8	2.73	58	2.61	<b>943</b>	<b>2.60</b>	7,938	2.78

Table 6. CUMULATIVE GPA END OF FALL 2014 BY GENDER AND COUNCIL										
WOMEN	Greek								ECU WOMEN	
	PHC		MGC		NPHC		Overall			
	Total	GPA	Total	GPA	Total	GPA	Total	GPA	Total	GPA
	1,584	3.01	20	2.76	29	3.02	<b>1,633</b>	<b>3.01</b>	10,684	3.02
MEN	Greek								ECU MEN	
	IFC		MGC		NPHC		Overall			
	Total	GPA	Total	GPA	Total	GPA	Total	GPA	Total	GPA
	877	2.63	8	2.60	58	2.78	<b>943</b>	<b>2.64</b>	7,938	2.78

**Persistence to Completion**

Although the Office of Greek Life attempts to track retention and graduation rates of its members, the complicated nature of these data make it extraordinarily difficult to accurately measure. First, institutional data only tracks the retention rates of students who join a Greek-letter organization in their first semester of college, therefore excluding the many students who join later in their college career. Moreover, these tracking efforts do not properly account for students who stop-out, drop-out, or graduate early from their studies. The Office of Greek Life along with the Office of Student Affairs Assessment, Research, and Retention are working with ECU’s Institutional Planning, Assessment and Research Office to build new metrics that can more accurately track retention and graduation rates.

**Leadership, Service, and Philanthropy**

As noted earlier, leadership, service, and philanthropy are three major values guiding the Greek Community’s culture and activities at ECU. These values are taught with the goal of developing future leaders within their chapters, the Greek Community, and the ECU student body that positively impact the Greenville and Pitt County communities.

Examples of Greek leadership and service engagement during the 2014-2015 academic year include the following:

- **Leadership Odyssey:** A fall semester emerging leaders experience that is coordinated by the Center for Leadership and Student Engagement. This past year 14 members of the Greek Community went through this semester-long program.
- **Leadershape:** An intensive one week action planning experience that is coordinated by LeaderShape, an outside national leadership organization. The Office of Greek Life has

joined a campus consortium that includes; Center for Leadership and Student Engagement, the Residence Hall Association, the Student Government Association, Student Activities and Organizations, the Volunteer and Service Learning Center, and the LGBT Resource Office and the Ledonia Wright Cultural Center. This past year eight Greek leaders completed the program.

- **Greek Leadership Retreat:** Weekend planning retreat held in January and is coordinated by the Office of Greek Life. The curriculum was developed through a partnership with the Center for Leadership and Student Engagement, with 27 Greek leaders attending the January weekend retreat. It should be noted that one alumnus gives \$5,000 per year to support the retreat, which covers 71% of the total cost.
- **Chapter Leadership:** Each chapter has a president, vice president, treasurer, social director, risk management director and other project leadership per interests of the chapter. These leaders comprise the chapter executive boards. Currently there are a total of 447 students serving in these positions.
- **Council Leadership:** Each of the four Greek Councils; IFC, MGC, NPHC, and PHC executive boards serve as the governing body of the chapters within their council, but they also work to plan programming, community service projects, and other opportunities for members in their council to get involved. Currently there are 32 elected council officers.
- **Order of Omega:** The Order of Omega's primary purpose is to recognize upper-class fraternity and sorority students who have attained a high standard of leadership in fraternity/sorority activities and have a GPA above a 3.5, encouraging them to continue and to inspire others to strive for similar conspicuous attainment. Selection and initiation is typically done annually. There are currently 6 active members.
- **Junior IFC/Junior Panhellenic:** Junior IFC/PHC is a way for new members in the IFC and PHC community to get involved right away and make connections with other organizations within their councils. These groups work to create community within their council, do leadership programming that will benefit younger members, plan community service projects, and hopefully generate interest in being future leaders of IFC and PHC. Half of all new members in IFC are required to attend weekly programs while one new member from each organization is required to attend Junior PHC meetings to develop programming.
- **Greek Week:** Greek Week is an opportunity for current members from IFC, NPHC, MGC, and PHC councils to build community and support local and national philanthropies through various events. Greek Week is planned by one representative from each council and is held annually with this year's held on April 6<sup>th</sup> thru 10<sup>th</sup>.
- **Turkey Drive:** NPHC feed over 200 families with turkeys and sides. The students went to Piggy Wiggly and bought \$2,000 worth of food. Once the food was purchased, the students divided the food up in boxes for the families. Lastly the students took the food to the Community Center and met with the Community Director. The students were able to see how the food would be prepared for the families and how the families would pick up their meals.
- **Little Willie Center Service Day:** The Little Willie Center hosted a community day. Outside the Little Willie Center, local businesses came out to market their products, free food was given and there were games for the children. NPHC helped to set up before the event,

helped with serving food, the games, and breaking down after the event. Through this event NPHC was able to give back to the community.

- **March of Dimes Donation:** NPHC donated \$500.00 to help support new moms that have babies with birth defects. NPHC members were able see how their donation can impact the community.
- **Open for Walmart:** NPHC went out to Walmart to support the new opening of the center. This experience allowed the community to visible see and be aware of NPHC.
- **Panhellenic Service:** In the spring of 2015 Panhellenic participated in programming around awareness to help prevent violence against women in collaboration with the Vagina Monologues. As a part of this partnership Panhellenic women donated 700 items and \$126.50 to the Greenville Center for Family Violence Prevention.
- **Greek Week Philanthropy:** The non-profit organization chosen this year as the beneficiary for Greek Week fundraising and service efforts was Wounded Warrior Project. Approximately \$1,500 and 300 items were donated and will be given to support those that have bravely served our country.
- **Blood Drive:** In fall 2014 MGC hosted a Blood Drive on ECU’s campus. Members of MGC chapters volunteered at the blood drive helping to solicit donations, and check in donors. This partnership was so successful that MGC will be holding another Blood Drive this semester on Wednesday, April 15.



\*Represents funds raised through March 2015

chapters will work in teams. Other organizations benefitting from Greek philanthropy include: Special Olympics, Arthritis Foundation, World Vision, The Ronald McDonald House, Make a Wish Foundation, ALS Foundation, Riley’s Army, the Kidney Foundation, and Starkey Hearing Foundation.

Chapter commitment to philanthropic activity and cultivation of relationships with community organizations have resulted in sizable annual contributions. The total dollars raised during 2014-2015 are likely to exceed last year’s total given many fundraising events are held during April. Activities range from individual contributions, small dinner events and percentage evenings at local restaurants, and large scale events. Relay for Life (Cancer prevention and cure) is one of the largest fundraising events in which

## Alumni Involvement

The ECU Greek Community is over 50 years old and it is estimated that 10,000 living Greek alumni have gone on to engage in meaningful ways in their careers and communities. It should be noted that individuals who join a Greek organization retain membership for a lifetime. Alumni continue to be very engaged with their local organizations. All Greek organizations are required to have at least one advisor; many organizations have several advisors or an advisory team. One of the goals of the Office of Greek Life is for each organization to have an active faculty advisor, who does not have to be a member of their organization, and an active chapter advisor.

Alumni Greeks comprise a substantial percentage of membership on ECU governance organizations. As of April 2015, eight of the 13 Board of Trustees members are members of a Greek organizations, this includes the current student body president. Furthermore, a minimum of 24 of the 60 member ECU Board of Visitors are members of Greek organizations.

According to the Center for the Study of the American College Fraternity at Indiana University, 75% of all alumni donations to higher education are from fraternity and sorority alumni. East Carolina University has not kept sustained records of Greek affiliated alumni since the first national organizations were founded in 1958. Currently, there is no way to know what percentage of donors to ECU are members of fraternities and sororities. Tracking Greek alumni giving is an area in which focused attention will be directed over the course of the next several years.

## Strategic Aspirations

The information provided in the previous sections comes from a variety of data sources. During the course of the past several years, the Office of Greek Life has identified three areas of outcomes assessment: 1) Student Success measures, 2) Leadership Development, and 3) Attitudes toward hazing and pledging. To that end, good progress has been made with utilization of institutional research and development of a Greek Life data set accompanied with tracking records specific to student success measures. Effective measurement of leadership development and understanding of attitudes toward hazing continues to be developed for greater impact understanding. At present, measures are largely based on student responses and anecdotal tracking rather than actual engagement tracking and competencies demonstration. Through the process of program review, the Office of Greek Life will develop a long term action plan (seven years) for more effective assessment and evaluation in support of evidence and improvement.

The Greek Community at East Carolina University is dedicated to the personal and professional development of its students, advisors, and alumni in support of the institutions mission as a “national model for student success, public service, and regional transformation.” The following strategic aspirations are directly connected to the Division of Student Affairs’ six values; Student Centeredness, Integrity, Service, Excellence, Respect, and Inclusion to foster a single community that will serve to be a model or benchmark for the university, the UNC system, and the nation.

- **Student Centeredness**  
Encourage, build, and support the development of collaborative relationships among members, chapters, and councils. Develop further the understanding that we are one community that is dedicated to student success across East Carolina University, regardless of whether you are a member of a fraternity or sorority.
- **Integrity**  
Align organizational actions with their values across the entire community. Promote an understanding that the actions of one individual or chapter can and will affect the entire community. It should also be reinforced with students, advisors, and alumni that they are all responsible for holding true to their values.
- **Service**  
Develop and foster partnerships within Eastern North Carolina that will enrich the entire university and local community. With support from ECU’s Volunteer & Service Learning Center, chapters, advisors, and alumni will work to test and integrate new technology that will allow for more evidence based data collection that will support the Greek Community and ultimately the entire student body at East Carolina University.

- **Excellence**  
Provide intentional integrative learning opportunities for the Greek Community focused on personal development and values based leadership. Empower our members, advisors, and alumni to be leaders through the principle of self-governance, clearly defining community standards and expectations.
- **Respect**  
Set the expectation that all chapters develop a culture of trust and respect that stretches across the entire Greek, student, and university community. Building a culture of respect will serve to enhance relationships, create partnerships, and set an example of interpersonal communication in person, in writing, and via social media.
- **Inclusion**  
Build a community that enhances, values, and celebrates inclusiveness regardless of affiliation, gender, ethnicity, socio-economic status, or sexual orientation. The expectation will be to set a standard that will identify to North Carolina, the nation, and the world the diversity and quality of the Greek Community at East Carolina University.

Over the next two years these strategic aspirations will be achieved through a series of initiatives with specific focus on fully operationalizing this values-based vision into a culture of excellence, as follows:

- **Program Review:** The Office of Greek Life will be completing a comprehensive program review process by September 2015. The program review involves a self-study and external review informed by the Council for the Advancement of Standards in Higher Education (CAS) and is an assessment of how well a department achieves its stated mission, goals and outcomes. Recommendations are used to identify actions for creating and sustaining program excellence.
- **Organizational Transformation:** Through a partnership with a national consulting firm specializing in organizational change, the Greek Community will engage in programs centered on alumni engagement, staff development, advisor training, and student leadership development that will build the necessary competencies needed to accomplish our aspirations.
- **Greek Summit Series:** In partnership with this firm the Division of Student Affairs has developed a Greek Summit Series that will occur each semester for the students, staff, advisors, and alumni to build an identity of One Community in support of East Carolina University's mission and strategic plan.

Combined with already existing programs such as the Greek Leader Series, LeaderShape, and the Greek Leadership Retreat, these initiatives over the next two years will serve to enhance and highlight Greek Life at ECU as a benchmark of excellence for the university, the UNC system, and the nation.

### Summary

Affiliation and engagement in the Greek community at ECU can be characterized as contributing to positive outcomes for our students, one which complements the overall student experience. While these positive attributes are laudable, clearly there is room for improvement particularly with moving from good to great. During the course of the next several years, the Greek Community will become One Community united in alignment with the ECU mission, Division of Student Affairs mission and values, and closely entwined as values based organizations. These values will be demonstrated through data driven practice and evidence. The future is what we make of it, and the Greek Community at ECU will be the benchmark for excellence.



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