



FRATERNITY & SORORITY LIFE TASK FORCE

REPORT OF THE PRESIDENTIAL TASK FORCE ON THE
REVITALIZATION OF FRATERNITY AND SORORITY LIFE
AT EASTERN ILLINOIS UNIVERSITY. FALL 2023 - SPRING 2024



UNIVERSITY MISSION STATEMENT

Eastern Illinois University is a comprehensive public university that offers superior, accessible undergraduate and graduate education. Students learn the methods and results of free and rigorous inquiry in the arts, humanities, sciences, and professions, guided by a faculty known for its excellence in teaching, research, creative activity, and service. The University community is committed to diversity and inclusion and fosters opportunities for student-faculty scholarship and applied learning experiences within a student-centered campus culture. Throughout their education, students refine their abilities to reason and communicate clearly to become responsible citizens and leaders.

FRATERNITY & SORORITY LIFE MISSION STATEMENT

We strive to be a diverse group of individuals who aim to further themselves in scholarship, integrity, leadership, safety, and high moral values in order to better ourselves, our organizations, and the community through philanthropy.

INTRODUCTION

Since 1930, the fraternity and sorority community at Eastern Illinois University has played an integral role in the success of Eastern Illinois University and the surrounding community. These fraternities and sororities foster the ideals of scholarship, leadership, service, friendship, alumni involvement, and university pride.

The challenges experienced by Fraternity and Sorority Life over the past decade have been significant. The EIU Fraternity and Sorority Life has dwindled in the number of chapters, the size of each chapter, and financial challenges within some chapters. The membership numbers began their downturn at EIU in 2015. It is believed that EIU's Fraternity and Sorority membership peaked in the 1990's when the university's enrollment was close to 11,500. In 2023, EIU's enrollment was 8800.

Currently, there are 24 chapters on campus with 384 students serving as fraternity or sorority members. The FSL Task Force is confident we will increase the numbers and revitalize our Fraternity and Sorority Life Community over the next 3-5 years by achieving the recommendations outlined in this report.

24

CURRENT FRATERNITY
& SORORITY CHAPTERS

384

STUDENTS AS FRATERNITY
OR SORORITY MEMBERS

CHARGE TO THE TASK FORCE

On August 3, 2023, shortly after the beginning of his EIU Presidential term on July 1, 2023, President Jay Gatrell and VPSA Flaherty initiated a call for a 19-member Fraternity and Sorority Task Force comprised of staff, students, and alumni at Eastern Illinois University. The President and the VPSA charged the task force to:

- 1) provide four to five concrete recommendations to revitalize Greek-letter organizations within the next three to five years that will lead to a growing Fraternity and Sorority community,
- 2) develop steps to increase the overall percentage of undergraduate students who are members of these organizations, and
- 3) identify and promote methods to increase awareness and visibility of Greek values at Eastern Illinois University.
- 4) recommend the number of chapters for EIU.

This report generated by the Fraternity and Sorority Life Task Force will lay the foundation to guide our fraternal community through establishing priorities and goals that will ensure long-term success.

FRATERNITY AND SORORITY LIFE TASK FORCE MEMBERS

STUDENTS

CARLOS CORTEZ

Alpha Psi Lambda President

BRIANNA HULL-DENNIS

NPHC 2nd Vice President/
Zeta Phi Beta

HANNAH FONG

Sigma Kappa Vice President of
Recruitment

HUNTER KIDWELL

Interfraternity Council President/
Sigma Nu

ALUMNI

GARY BALLINGER '99

Phi Delta Theta/ EIU Alumni Board

TIM BUTLER '90

Sigma Pi/ Eiu Alumni Board

TEAGE DRINNON '13

Delta Delta Delta

DENNIS GRANNAN '84

Lambda Chi Alpha

REV. ANGELA GRIMES '97

Zeta Phi Beta

ABBYE LAKIN '11

Delta Zeta/ EIU Alumni Board

KELVIN LANE '79

Alpha Phi Alpha/ EIU Foundation Board

LUKE DENNY

Sigma Chi President

NATASHA KOENIG

Panhellenic Council President/
Kappa Delta

NICK TRIMBLE

National Pan-Hellenic Council President/
Alpha Phi Alpha

MEGAN MORECRAFT '23

Graduate Assistant-Dean of Students Office/
Delta Delta Delta

STAFF

CATIE DANNER '17/21

Alpha Gamma Delta/ Complex Director
Housing & Dining

MONA DAVENPORT '85/89

Delta Sigma Theta/
Dean of Student Success

KELLY MILLER '89/97

Alpha Gamma Delta/
Director of Admissions

JODY STONE '93/95

Dean of Students/ Task Force Chair/
Interim Dean of Students



RECOMMEN- DATIONS

1. EVALUATE THE STRUCTURE AND STAFFING OF FRATERNITY AND SORORITY LIFE.

- Although the current structure is unique and does have some challenges, the task force understands and supports NPHC/MGC reporting to the Student Life Office and IFC/PHC reporting to Leadership and Engagement for the immediate future, while acknowledging that at some point a return to one office is likely. There are unique needs for NPHC/MGC and IFC/PHC and these unique needs must be understood and supported.
- A return to the model of a Director of Fraternity and Sorority Life along with an Associate/ Assistant Director to oversee all councils is encouraged when the opportunity is available.
- Establish more accountability and clear expectations that are measurable for staff in the FSL area to address issues, improve communication, and improve relationships with FSL stakeholders.
- The task force recommends a structure equitable for IFC/PHC and NPHC/MGC under the current structure model. IFC/PHC currently has two professional staff members in the Office of Leadership and Engagement and 4 graduate assistants while overseeing leadership programming, campus food pantry, civic engagement, volunteerism, three service days, and Greek Week. NPHC/MGC has two professional staff members, an Office Assistant, and 5 graduate assistants overseeing campus programming, University Board, Student Government Association, Multicultural group programming/advising, Welcome Week, Homecoming, and RSO oversight.
- The VPSA and the Dean of Students must articulate roles and responsibilities of university staff working with FSL chapters to the entire EIU Fraternity and Sorority Community.

2. MARKET THE VALUE AND IMPORTANCE OF FRATERNITY AND SORORITY LIFE.

- The University and Fraternity and Sorority Life must advertise and market the values of the Fraternity and Sorority Life community such as scholarship, service, leadership, friendship, integrity, and university pride to all students, staff, faculty, alumni, and local residents.
- Establish a Fraternity and Sorority Community Center perhaps within the university union or other high traffic area.
- Increase the visibility of Fraternity and Sorority Life by displaying chapter signs, banners, and pictures throughout campus.
- Increase visibility in university marketing via print materials and social media outlets.
- Use opportunities to continue using FSL terminology and branding on marketing and communications directed to the Fraternity and Sorority Life community instead of the Office of Leadership and Engagement or Office of Student Life when possible.
- Update the current FSL website. Much of the information is outdated and does not outline the current staff structure.
- Encourage chapter members and chapter alums who serve as faculty/staff to wear their letters and promote their programs during large scale recruitment or campus events.
- Promote and increase educational offerings and Fraternity and Sorority Life benefits in New Student and Family Program Orientation Days to both prospective students and their families.
- Establish direct marketing that targets First Generation Students on the benefits of joining a fraternity or sorority at EIU to promote connections, a sense of belonging, and improve retention.
- Establish direct marketing to International Students to help international students connect to EIU, gain exposure to American college traditions, and improve retention.



RECOMMENDATIONS CONTINUED

3. RE-IMAGINE THE MISSION, VALUES, PURPOSE, AND BRAND OF FRATERNITY AND SORORITY LIFE.

- Mission and values must be holistic to the fraternal experience and support the university's mission.
- Establish a new body to review and update the FSL mission, values, purpose, and brand. This body should be heavily influenced by current student members from all four governing councils, EIU Greek Alumni, Chapter Advisors, and University staff.
- Build strategic programmatic offerings that address the unique needs of the FSL Community.

4. UTILIZE ASSESSMENT STRATEGIES TO GUIDE DECISION-MAKING AND MARKETING.

- Assessment data that highlights the positives of the Fraternity and Sorority Life community must be shared with all stakeholders.
- Administer the Fraternity and Sorority Experience Survey annually through the Piazza Center at Penn State University to measure student satisfaction.
- FSL must provide annual reports on the number of academic scholarships, community service, and leadership programming across campus and the local community.
- Continue partnering with the Piazza Center on the FSL Experience and Scorecard surveys annually or bi-annually.
- Establish an Annual Accreditation Program to measure student development and learning that in turn can be used to retain and recruit members. The accreditation program must assess and evaluate the EIU fraternal experience based on its values. The Accreditation Program needs to:
 - Identify how their chapter values and actions align with the mission and expectations of EIU.
 - Provide opportunities for chapter advisors to help promote the values and expectations and improve their chapter.
 - Develop and maintain a scholarship program for their chapters that will enhance academic success.
 - Promotes diversity, inclusion, and equity.
 - Instill a commitment to life-long learning outside the classroom for its members to increase their awareness in current events and other areas.
 - Foster brotherhood/sisterhood/siblinghood between fraternities and sororities.
 - Educate and promote healthy lifestyles.

- Indicate collaboration with university partners on programming that aligns with student learning, development, and success.
- Recognize the importance of serving the community and understand social issues facing them.
- Encourage value-based leadership development and promote leadership opportunities for their members.
- Measure chapter member and chapter advisor satisfaction.

5. PARTNER WITH THE EIU FOUNDATION AND ALUMNI SERVICES TO FUNDRAISE AND FRIEND-RAISE SUPPORT FOR PROGRAMS AND INITIATIVES.

- The university in conjunction with the Alumni association, EIU Foundation, and Fraternity and Sorority Life should start planning the 100th anniversary of Fraternity and Sorority Life at EIU in 2030.
- Establish a Fraternity and Sorority Life Alumni Weekend.
- Seek fundraising opportunities to support programs, initiatives, and dismantle barriers to membership involvement.
- Connect with alums and strong supporters of FSL to provide programming and connect with our FSL community in the areas of scholarship, service, leadership, friendship, integrity, and university pride.
- Establish a leadership speaker series between FSL alumni and current members.
- Encourage alumni to assist in marketing and promoting Fraternity and Sorority Life.
- Develop an incentive program to encourage more participation at Homecoming.
- Establish a Fraternity and Sorority Life Tent at Tent City during Homecoming.



RECOMMENDATIONS CONTINUED

6.ENHANCE RECRUITMENT EFFORTS, SIMPLIFY THE PROCESS, AND CLEARLY COMMUNICATE THE RECRUITMENT PLAN TO ALL STAKEHOLDERS.

- The university must become more involved in assisting current students in recruiting more students to fraternities and sororities.
- Provide recruitment information to the Admissions Office annually to distribute to prospective students through the PRM.
- Provide recruitment information to the Admissions Office to be included in Admissions recruitment materials.
- Partner with UMAC to create a recruitment video that highlights a “Day in the Life” of a freshman, Greek student.
- Continue to utilize and engage current students and chapter advisors in the development of a recruitment plan in a timely manner that they can take back to their chapters well before recruitment begins.
- Provide the FSL community with more clarity and transparency on how all four council’s recruitment processes work.

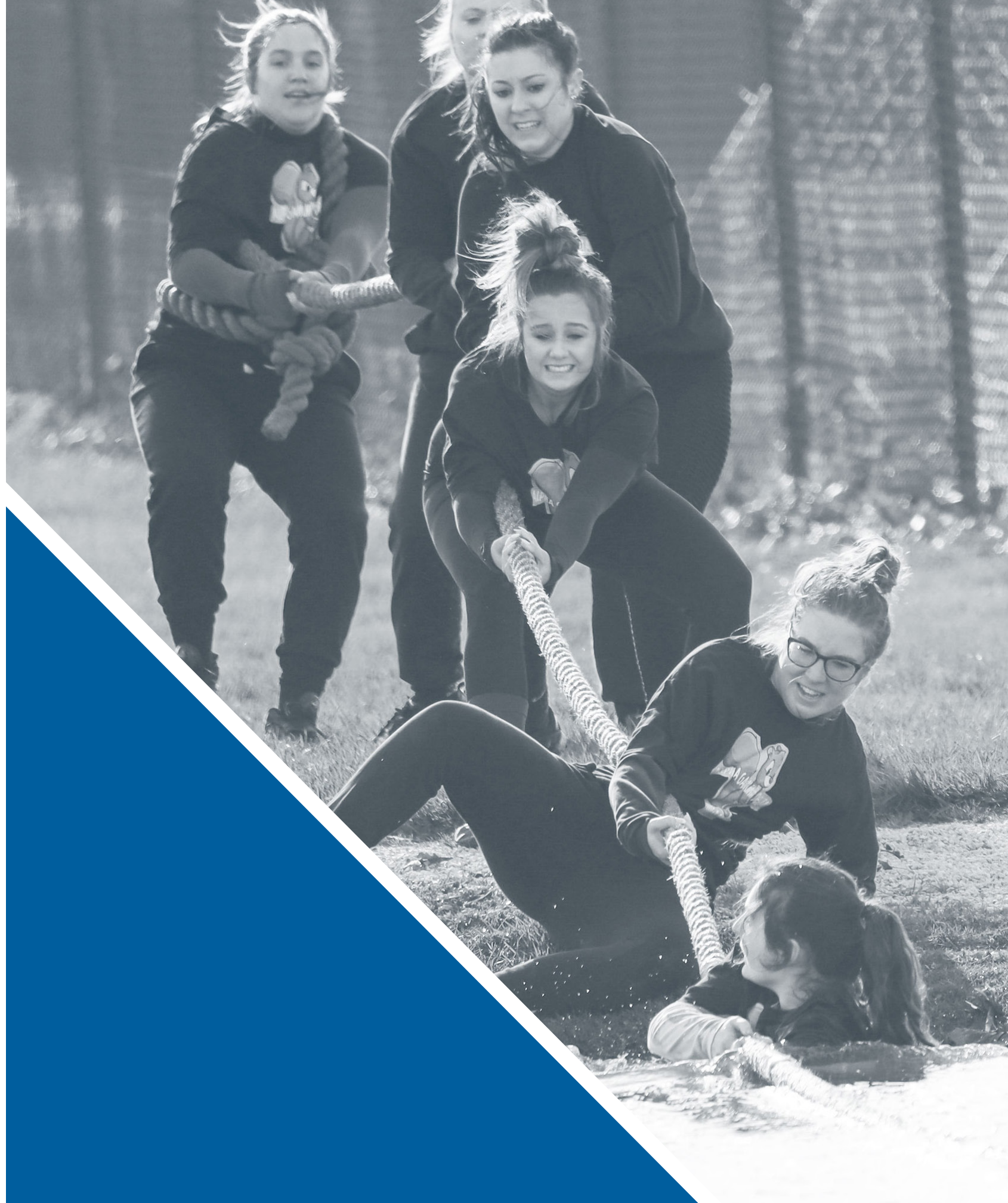
7.MAINTAIN THE CURRENT MORATORIUM ON ADDING ANY NEW IFC/PHC CHAPTERS AT EASTERN ILLINOIS UNIVERSITY WHILE EXPANDING NPHC AND MGC.

- The university needs to focus on strengthening current chapters within IFC and PHC to ensure their longevity and success. If an IFC or PHC chapter closes do not consider adding any additional until all chapters within IFC or PHC has an average of around 45 students per chapter.
- EIU should consider working toward having all Divine 9 chapters as a part of the university community. This would draw more interest from prospective students, could increase EIU’s enrollment, and promote diversity, equity, and inclusion on EIU’s campus.
- EIU should welcome more MGC chapters to the university community when the demand is present.



OTHER FUTURE CONSIDERATIONS

- Collaborate with local high schools on educational programming.
- Establish a mentoring program between Fraternity and Sorority Life members and first-generation students.
- Provide an annual report through a local press release on all FSL programming in service, scholarship, and leadership to the local community.
- Provide more educational offerings on promoting health and wellness, mental health, hazing prevention, and substance abuse.
- Encourage the university to acknowledge, engage, and support chapter advisors.
- Promote successful past and current student-athletes that have also been members of a fraternity or sorority (Ray McElroy, Tony Romo, Sean Payton).
- Establish a Fraternity and Sorority Life Alumni Advisory Board.
- Revive advisor and house association roundtables.
- Research data regarding retention, persistence toward graduation, academic achievement, and community service data to share in our Fraternity and Sorority Life marketing and recruitment campaigns.
- Encourage fraternities and sororities to utilize the University Union more. Current policies discourage chapters from utilizing the union due to scheduling process and prohibitive costs.
- Establish a retention committee.
- Establish a year-round recruitment interest form for chapters to access when below total.
- Create an All Greek or Interfraternity Council to encourage collaboration and communication between the four councils.





CONSIDERATIONS FOR FUTURE FSL INVESTMENT:

- Provide a Greek Community Center on campus with heavy consideration in the University Union or other high traffic area.
- Display more chapter banners, posters, pictures, and marketing materials across campus.
- Bring back the Fraternity and Sorority Life Leadership Wall that used to reside in the University Union.
- Produce FSL Marketing Videos.
- Establish an annual or bi-annual Greek Alumni Weekend/Annual Greek Gala.
- Leadership speakers.
- Cover registration costs for student leaders to conferences.
- Fraternity and Sorority Leadership Retreats.
- Support for Homecoming participation.

FSL MEMBERSHIP TOTALS

EASTERN ILLINOIS UNIVERSITY
FRATERNITY AND SORORITY LIFE
CURRENT CHAPTERS TOTALS IN
COMPARISON TO 10 YEARS PRIOR

INTERFRATERNITY COUNCIL (7)

EST.	CHAPTER	FALL 2023 TOTAL MEMBERS	FALL 2013 TOTAL MEMBERS
1947	Sigma Pi	24	59
1967	Delta Chi	18	16
1971	Sigma Chi	20	99
1977	Lambda Chi Alpha	26	105
1985	Sigma Nu	23	46
1991	Sigma Phi Epsilon	20	67
2002	Phi Kapa Theta	20	24
TOTAL		151	615 *12 CHAPTERS IN 2013
AVERAGE CHAPTER SIZE		21.5	51.2
COMMUNITY NEW MEMBER SIZE		50	173

PANHELLENIC COUNCIL (9)

EST.	CHAPTER	FALL 2023 TOTAL MEMBERS	FALL 2013 TOTAL MEMBERS
1942	Sigma Sigma Sigma	18	95
1946	Delta Zeta	22	95
1956	Sigma Kappa	24	93
1961	Alpha Gamma Delta	25	93
1964	Kappa Delta	27	94
1969	Alpha Sigma Alpha	22	91
1976	Alpha Phi	23	92
1982	Alpha Sigma Tau	11	83
2005	Delta Delta Delta	24	88
TOTAL		196	824
AVERAGE CHAPTER SIZE		21.7	91.6
COMMUNITY NEW MEMBER SIZE		61	236

NATIONAL PAN-HELLENIC CHAPTERS-FRATERNITIES (4)

EST.	CHAPTER	FALL 2023 TOTAL MEMBERS	FALL 2013 TOTAL MEMBERS
1968	Alpha Phi Alpha	4	11
1975	Omega Psi Phi	2	N/A returned in 2014
1975	Phi Beta Sigma	4	n/a returned in 2020
1986	Iota Phi Theta	1	n/a returned in 2021
TOTAL		11	22 <small>*KAPPA APLPHA PSI HAD 11</small>
AVERAGE CHAPTER SIZE		2.75	11
COMMUNITY NEW MEMBER SIZE		5	

NATIONAL PAN-HELLENIC CHAPTERS-SORORITIES (3)

EST.	CHAPTER	FALL 2023 TOTAL MEMBERS	FALL 2013 TOTAL MEMBERS
1971	Delta Sigma Theta	7	20
1971	Sigma Gamma Rho	2	5
1972	Zeta Phi Beta	8	34
TOTAL		17	59
AVERAGE CHAPTER SIZE		5.66	20
COMMUNITY NEW MEMBER SIZE		13	

MULTICULTURAL GREEK COUNCIL (1)

EST.	CHAPTER	FALL 2023 TOTAL MEMBERS	FALL 2013 TOTAL MEMBERS
2016	Alpha Psi Lambda	9	n/a
TOTAL		9	N/A
AVERAGE CHAPTER SIZE		9	N/A
COMMUNITY NEW MEMBER SIZE		3	N/A

EASTERN ILLINOIS UNIVERSITY FRATERNITY AND SORORITY LIFE CLOSED CHAPTERS OVER THE YEARS

INTERFRATERNITY COUNCIL

Alpha Kappa Lambda-closed in 1979
Alpha Tau Omega-closed in 2013
Beta Sigma Psi-closed in 1984
Beta Theta Pi-closed in 2008
Chi Phi-closed in 2010
Delta Sigma Phi-closed in 2008
Delta Tau Delta-closed in 2018
Kappa Delta Rho-closed in 1996
Phi Delta Theta-closed in 1999
Pi Kappa Alpha-closed in 2021
Sigma Alpha Epsilon-closed in 2023
Sigma Tau Gamma-closed in 1990
Tau Kappa Epsilon-closed in 2002

PANHELLENIC COUNCILS

Alpha Omicron Pi-closed in 1974
Phi Sigma Sigma-closed in 1997

NATIONAL PAN-HELLENIC CHAPTERS-FRATERNITIES

Beta Phi Pi-closed in 2002
Kappa Alpha Psi- suspended in 2017
Phi Rho Eta-closed in 2001

NATIONAL PAN-HELLENIC CHAPTERS-SORORITIES

Alpha Kappa Alpha-closed in 1996

MULTICULTURAL GREEK CHAPTER-SORORITY

Sigma Lambda Gamma-disestablished in 2018