

2005-2006 Department and Unit Institutional Effectiveness Report

Dean of Students - Attachment #2

Department Division Goal, Associated Department/Unit Objectives and Outcomes Assessment Information

3F - Establish and maintain channels of communication which inform our various student populations of campus resources and opportunities for involvement.

Dean of Students

Greek Life

Objective:

Create, maintain, and market programs and services which enhance the recruitment and retention of students, strengthen campus and community relations, and reinforce accurate images of the University.

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Develop mechanisms to promote the Greek experience and attract interest for membership in sororities and fraternities.

Expected Outcome:

1. 33.3% of entering freshmen who expressed an interest in fraternities and sororities on the Get Connected Survey 2005 (Question 48) indicate they looked at the Greek Life website. Results are based on respondents to a Greek Life follow up survey sent to those students from the Get Connected Survey who did or did not attend IFC or Panhellenic formal recruitment.

2. 50% of entering freshmen who expressed an interest in fraternities and sororities on the Get Connected Survey 2005 (Question 48) indicate they had person to person contact including by email with fraternity or sorority members. Results are based on respondents to a Greek Life follow up survey sent to those students from the Get Connected Survey who did or did not attend IFC or Panhellenic formal recruitment.

3. 25% of incoming students indicating an interest in fraternity and sororities on the Get Connected Survey will either attend formal recruitment or respond to the follow up survey.

Activities Undertaken

1. Maintain an updated website that is promoted to incoming students.

2. Disseminate the contact information from the Get Connected Survey to IFC and Panhellenic to make connections with new students.

Assessment Plan:

1. Survey students who indicated on the Get Connected Survey (Question 48) an interest in fraternities and sororities, who did or did not attend IFC and Panhellenic formal recruitment. The question reads: Did you receive information or locate information about fraternities and sororities at UNC Charlotte before you came to school? Yes or No If yes, how? Looked at the Greek Life Website. Determine the percentage of respondents who indicated yes on the follow up survey compared to the total number of respondents.

2. 50% of entering freshmen who expressed an interest in fraternities and sororities on the Get Connected Survey 2005 (Question 48) indicate they "Have you been contacted by or met a fraternity or sorority member." Results are based on respondents to a Greek Life follow up survey sent to those students from the Get Connected Survey who did or did not attend IFC or Panhellenic formal recruitment.

3. x number of people on the Get Connected Survey registered for formal recruitment (comparison).

Findings:

1. No follow up survey to the Get Connected Survey was administered. However, an average of 2013 unique visitors logged onto the Greek Life website within the 12 month period June 2005-May 2006. The highest months for traffic to the website were September 2005 and January 2006; the times for IFC and Panhellenic recruitment.

2. No follow up survey was administered.

3. 11.5% of those indicating an interest in fraternities and sororities on the Get Connected Survey 2005 (Question 48) registered for recruitment in the Fall 2005 Semester.

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Department ***Division Goal, Associated Department/Unit Objectives and Outcomes Assessment Information***

***Changes
Planned:***

1. Continue to update the Greek Life website and monitor its use.
2. Create additional publications to promote Greek Life.
3. Continue to have a question on the Get Connected Survey.
4. Continue to disseminate the contact information from the Get Connected Survey to IFC and Panhellenic to make connections with new students.
5. Create a Student Voice survey to administer to those who indicated interest in fraternities and sororities on the Get Connected Survey.