

Fraternity & Sorority Programs (FSP) Recruitment Assessment Report | Fall 2023

Overview

As the number of a variety of co-curricular experiences grow, it is critical to better understand why students chose to join or not join certain clubs and organizations (Zuckerman & Kretovics, 2003). How to attract students to the fraternity/sorority experience each year to encourage affiliation and retention has concerned campus-based professionals and chapter advisors (Fouts, 2010). The fraternity/sorority recruitment refers a period of formalized membership recruitment that is organized and implemented by the local Greek leadership during which a series of events are held. Thus, evaluations aimed to improve recruitment experience and help prospective members prepare for Greek life on campus are important for both program staff and students.

To better support Fraternity & Sorority Programs (FSP) recruitment goals and student success at University of Arizona, in Fall 2023, the recruitment has changed to take place during the first two weeks, while in previous years, the recruitment started and ended prior to school began. In order to examine the impact of the recruitment process, two online surveys were sent to prospective and existing FSP members to measure their perceptions, opinions, and experience during the recruitment. The assessment provided the baseline data for FSP recruitment to compare with future evaluation. Specifically, we aimed to measure any learning outcomes associated with the recruitment process. We also intended to assess participants' level of satisfaction regarding UA Fraternity & Sorority Programs in general.

Methods

The online survey invites were sent out to 2700 students with valid email address. A total of 455 completed the survey, yielding a 17% response rate.

Results

Communication and Perceived Benefits

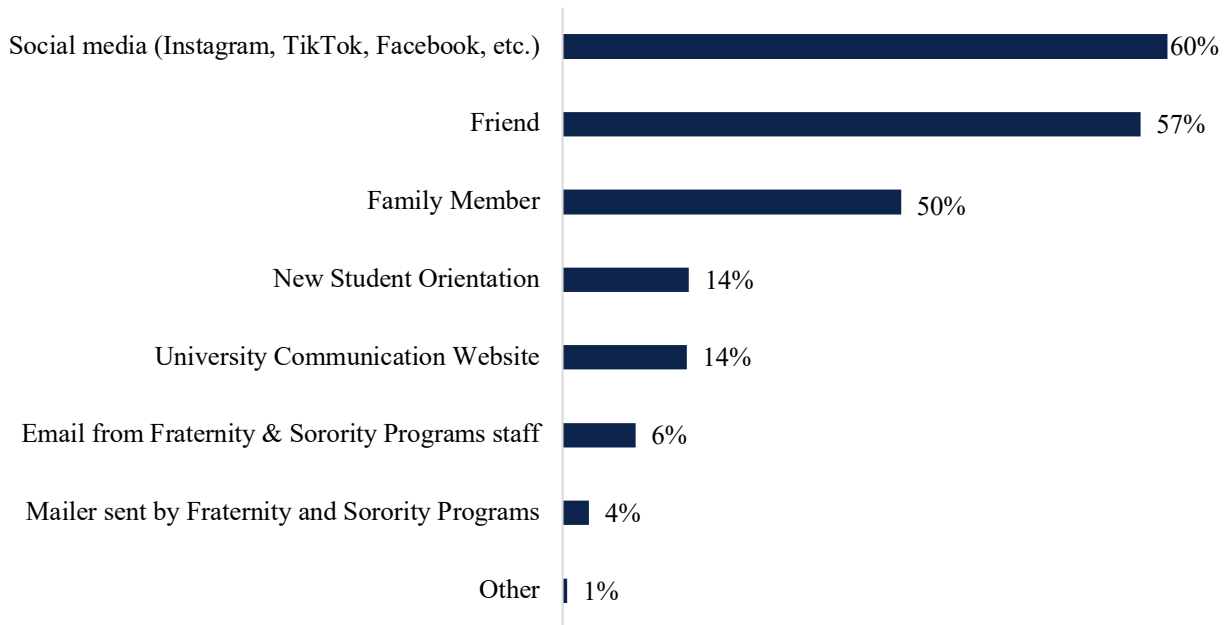
When asked how they heard about the UA FSP recruitment, friend (65%) accounted for the most effective communication method, followed by social media (64%), family member (50%), university communication website (14%), new student orientation (14%), and email from



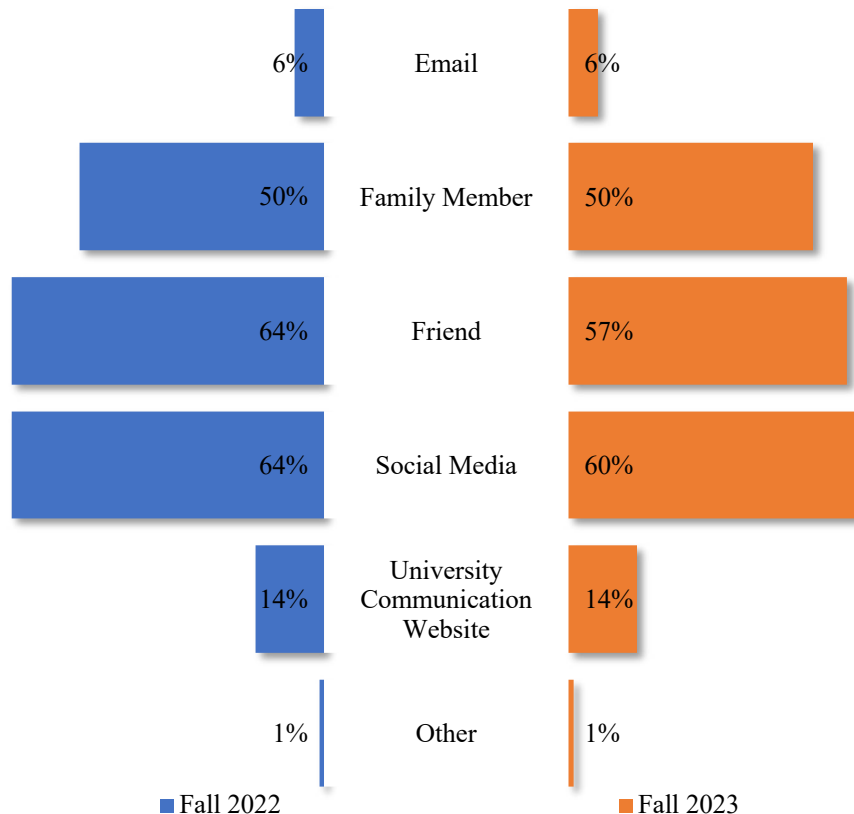
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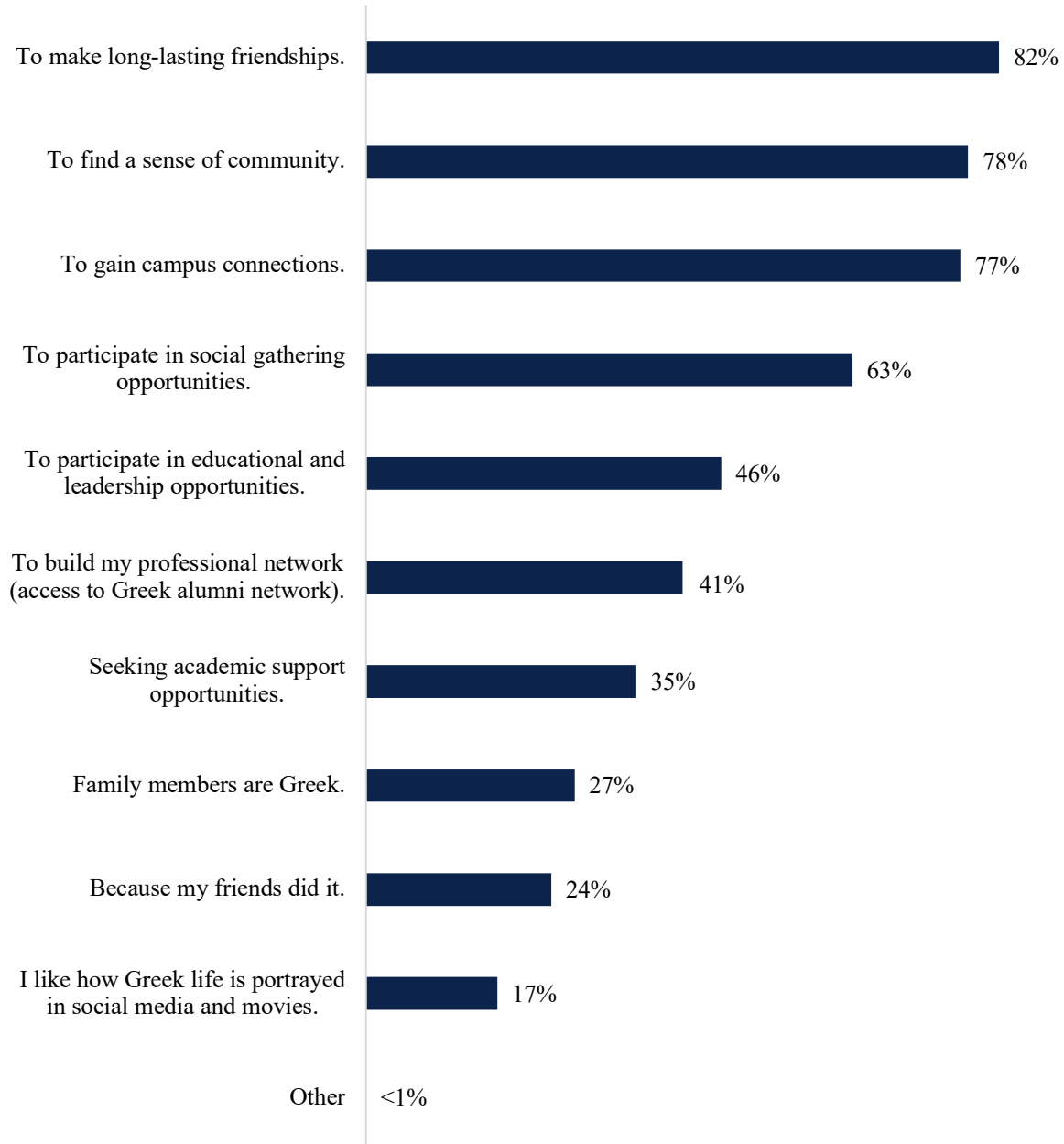
fraternity & sorority programs staff (6%), mailer sent by fraternity and sorority programs (4%), and others (1%) (See the chart below). Students were allowed to multi-selected on this question.



The communication trends between Fall 2022 and Fall 2023 are relatively similar. However, upon closer examination, the category “friend” has decreased by 7 percentage points, while the category “email” has dropped by 4 percentage points (see the chart below).



Regarding the reasons to participate in the FSP, long-lasting friendships (82%) was the most selected reason, followed by a sense of community (78%), campus connections (77%), social gathering opportunities (63%), educational and leadership opportunities (63%), professional network (46%), and academic support opportunities (41%). Students were allowed to multi-select on this question.

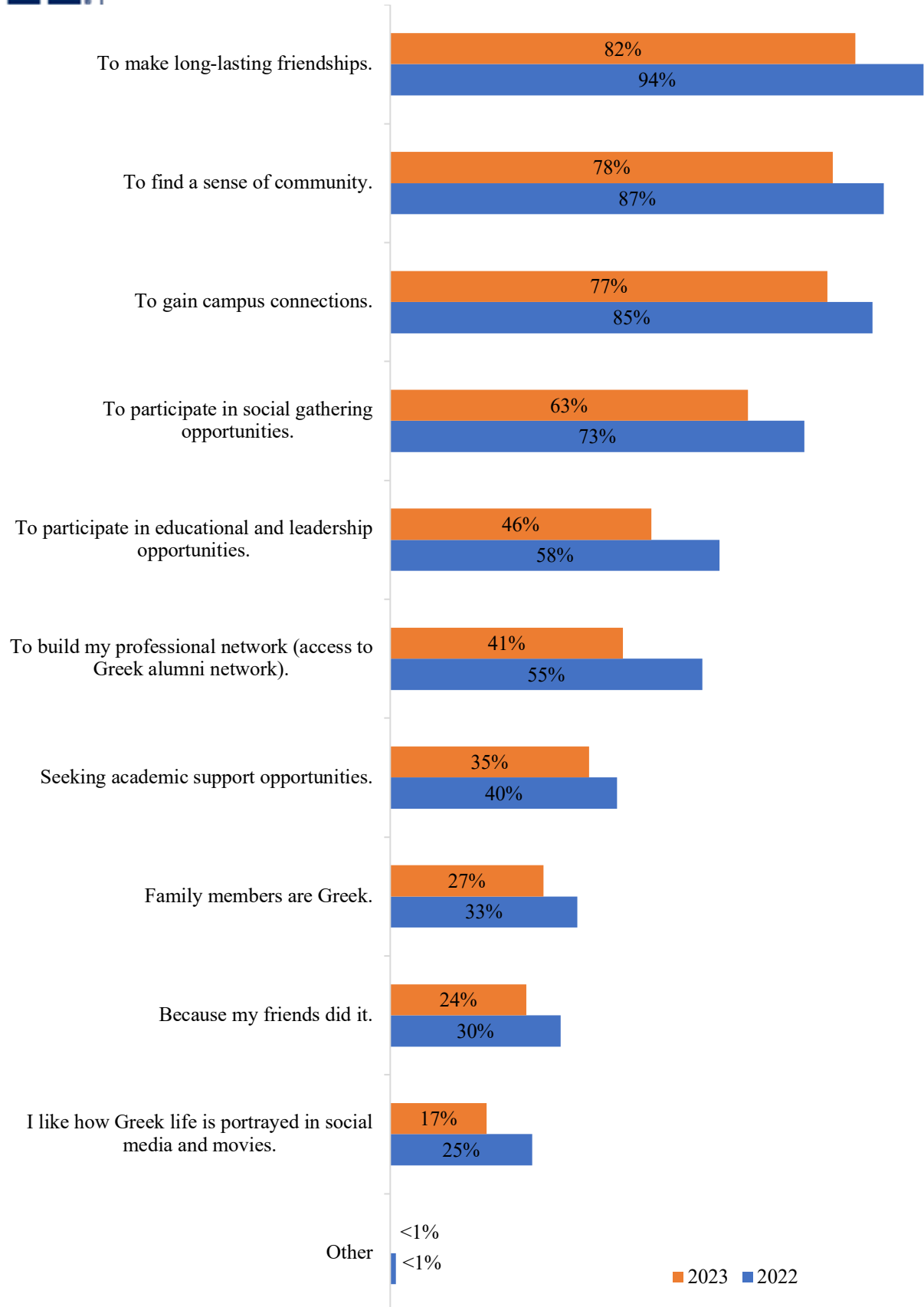


The overall patterns concerning the reasons to participate in the FSP remain relatively consistent when comparing the two years: Fall 2022 and Fall 2023. However, it is noteworthy that all response categories have experienced a decline (see the chart below).



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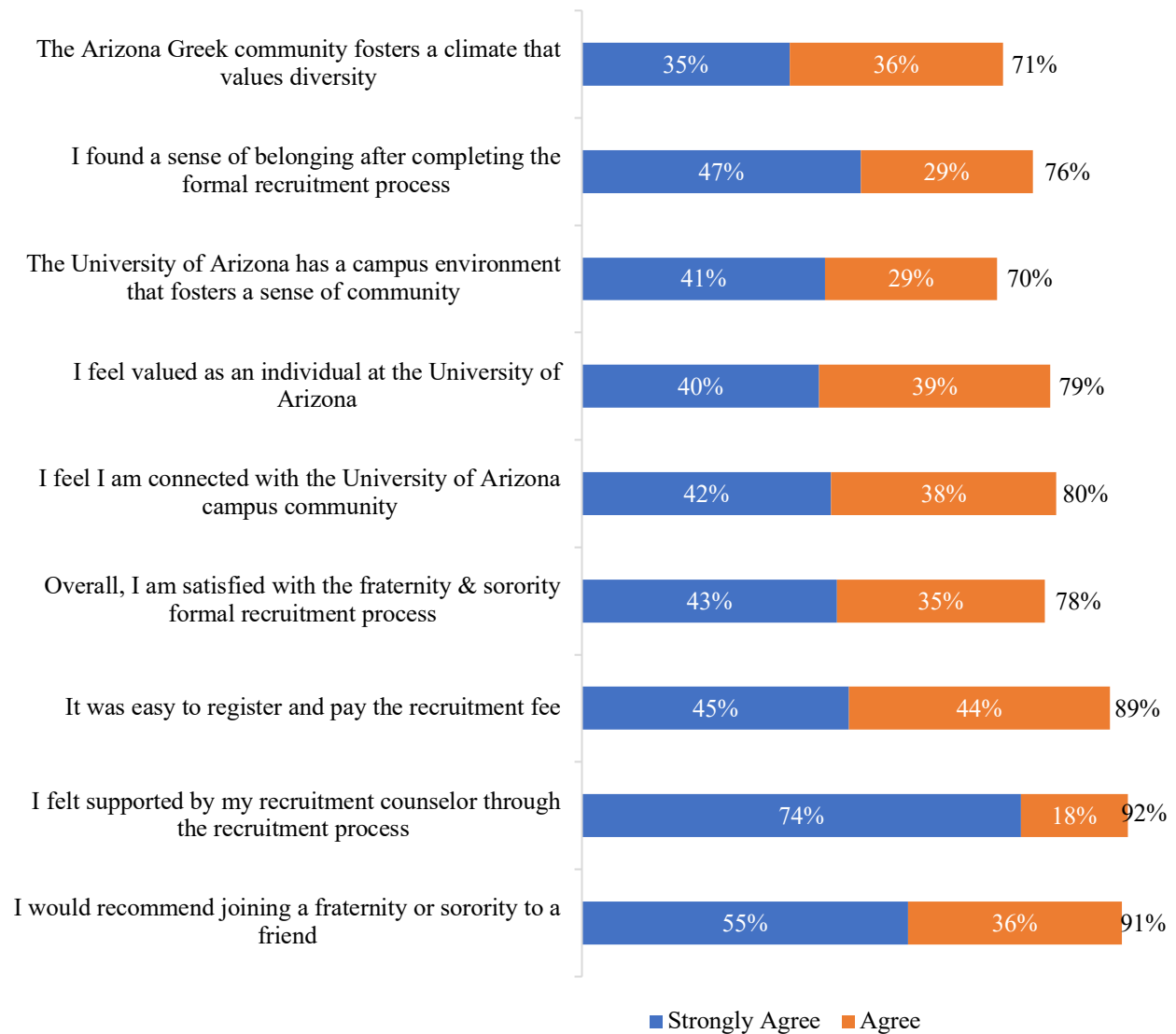


Students' Perceptions, Opinions, and Experiences

A list of statements regarding various aspects of the FSP were rated by participants using a five-point Likert scale that ranges from strongly disagree to strongly agree. The following two charts show the results of students' evaluation of each statement. Both charts show the percentages of students who responded, "strongly agree" and "agree".

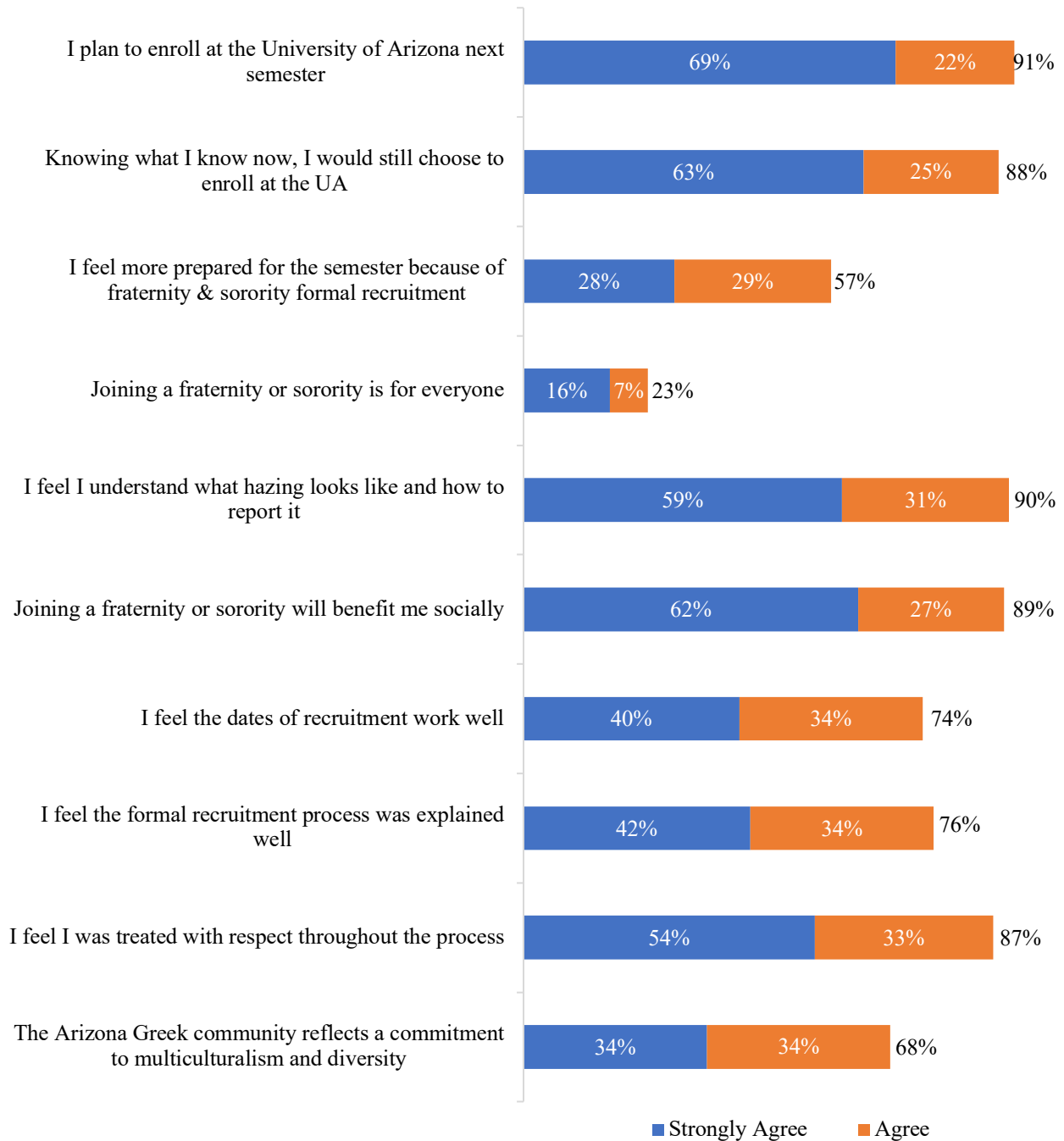
71% of the respondents agreed or strongly agreed that the Arizona Greek community fosters a climate that values diversity, and 91% of respondents would recommend the FSP to a friend. On the context of retention purpose, 91% of respondents planned to enroll at the UA next semester. In terms of sense of belonging, 70% strongly agreed or agreed that UArizona has a campus environment that fosters a sense of community, and 79% felt valued as an individual at the UArizona. However, 23% strongly agreed or agreed that joining a fraternity or sorority is for everyone.

Recruitment Survey Responses Fall 2023 (Strongly Agree & Agree)





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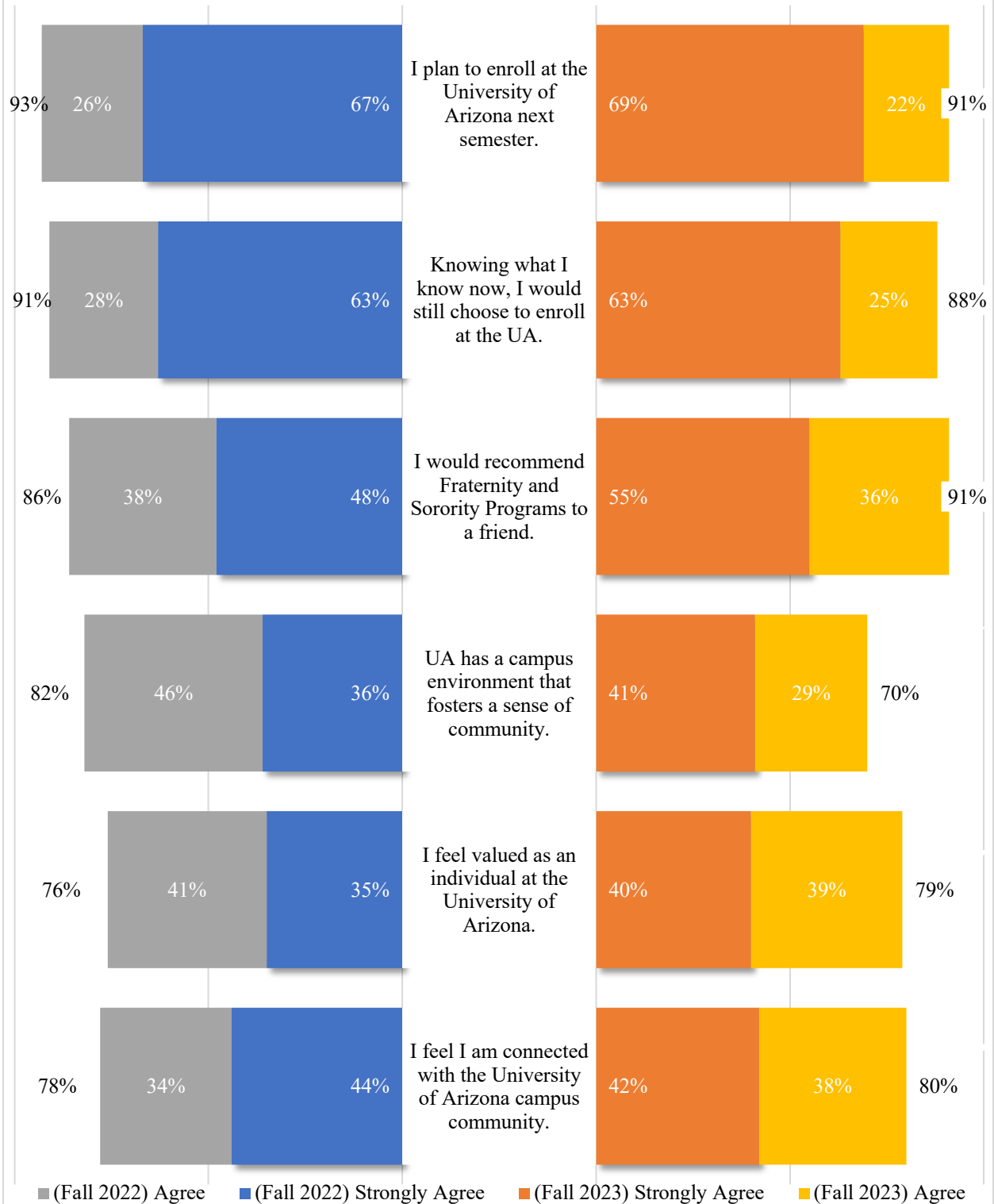


Fall 2022 vs. Fall 2023 Comparison Chart

A total of 6 same questions that were asked in the FSP recruitment survey in Fall 2022 were asked this year once again. Below is a chart that compares participants' responses from last year (on the left) and this year (on the right).



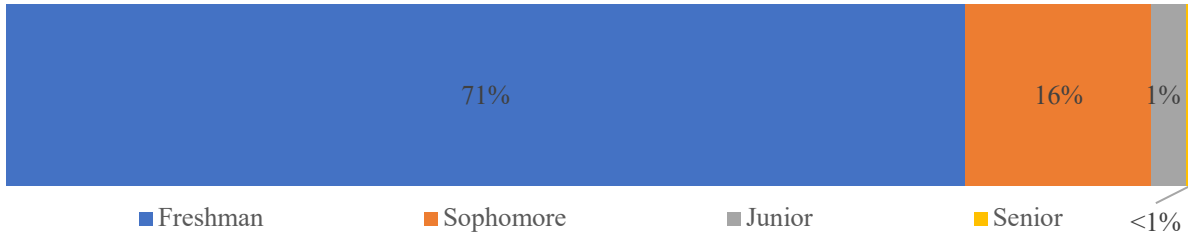
Survey Questions



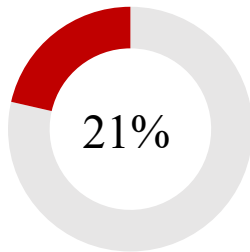
Participants' Profile



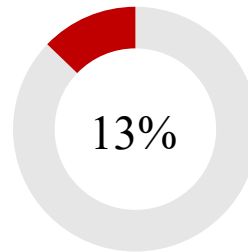
A total of 453 unique students participated in the FSP recruitment pre-survey in Fall 2023, including 356 sorority and 97 fraternity students. About 71% of the students are Freshmen, followed by Sophomore (16%), Junior (1%), and Senior (<1%).



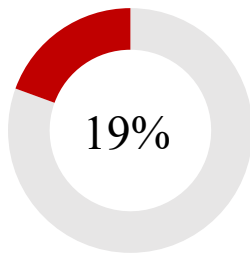
About 21% of the students are STEM students ($n = 97$). Pell recipients make up about 13% ($n = 58$). The students comprise 19% first-generation students ($n = 88$) and 2% international students ($n = 11$). 31% of the students are Arizona residents ($n = 141$), and 79% are female students ($n = 356$), and 99% are full-time students ($n = 449$).



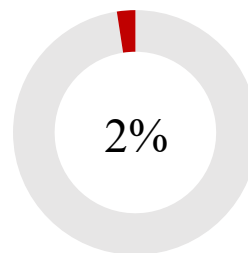
NSF STEM Student



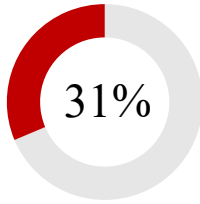
Pell Recipient



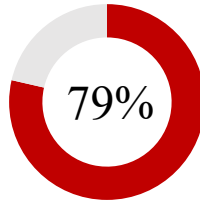
First Generation Student



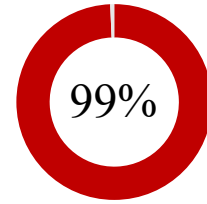
International Student



Arizona Resider

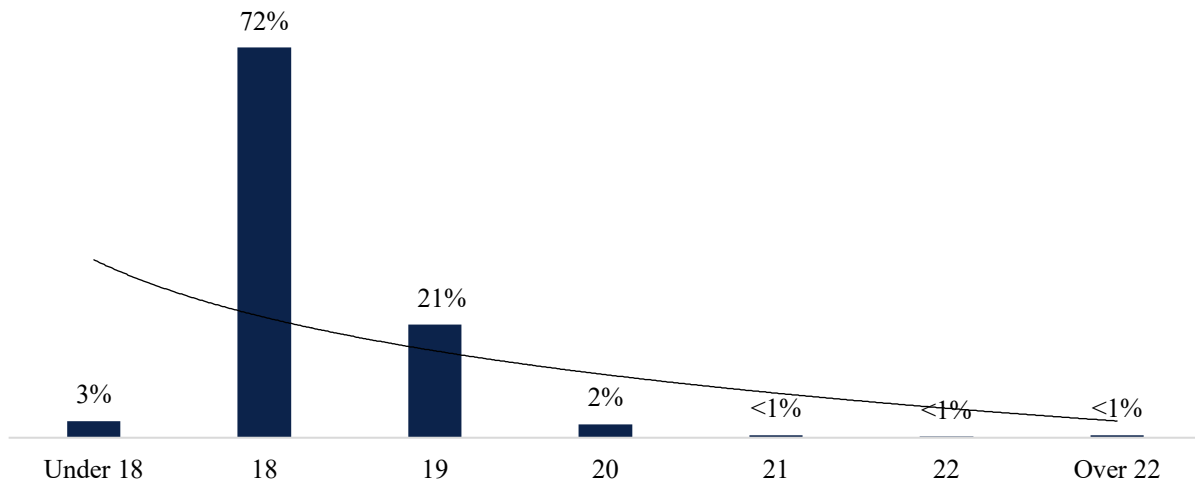


Female Student



Full-Time Student

A breakdown by age is shown below. About 3% of the students are under the age of 18. About 72% of the students are 18-year-old, followed by 19-year-old students (21%), 20-year-old students (2%), and students who are over 21 (<1%).

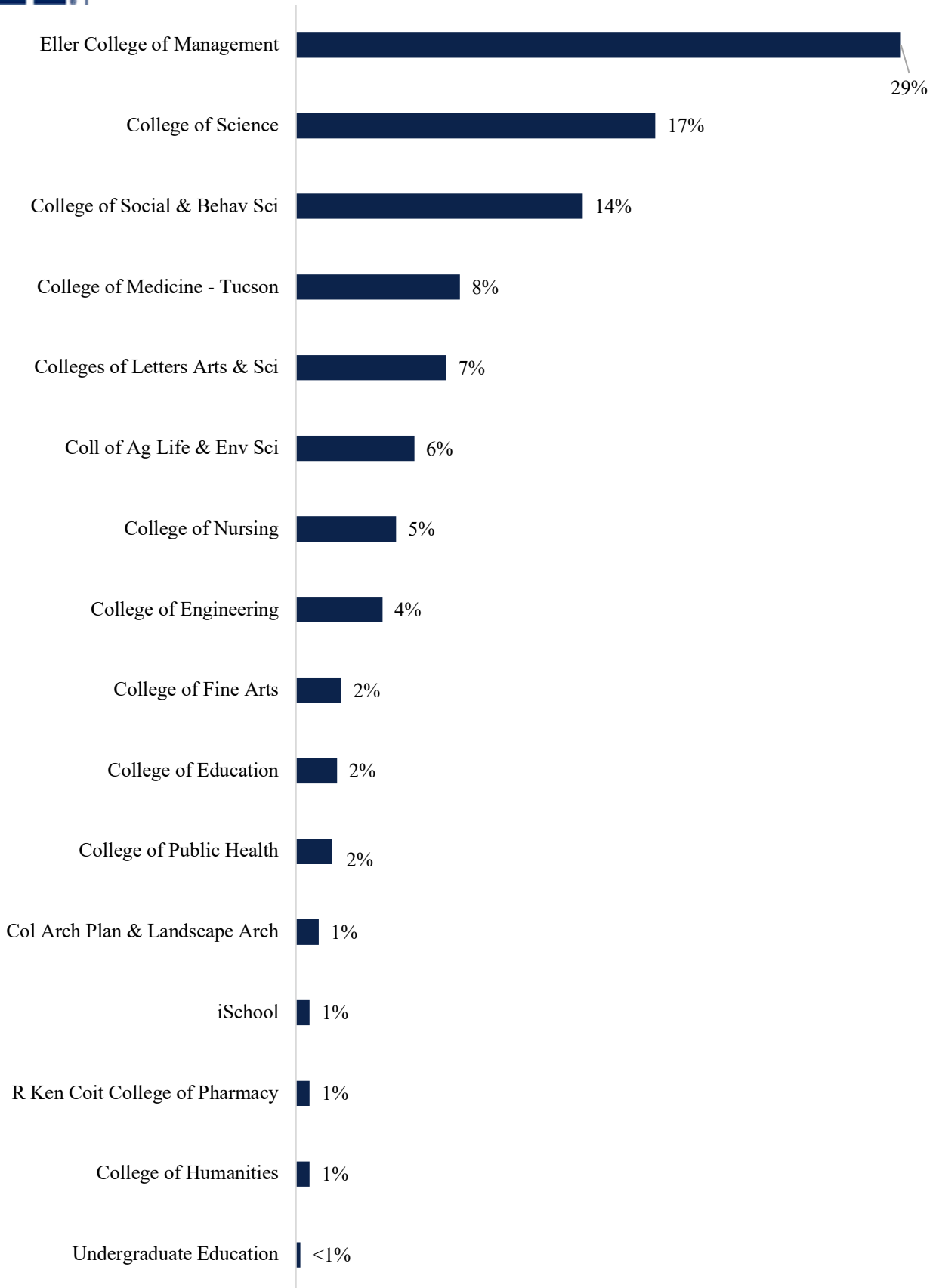


Most students are enrolled in Eller College of Management (29%), followed by College of Science (17%), College of Social & Behavioral Science (14%), College of Medicine (8%), and Colleges of Letters Arts & Science (7%).

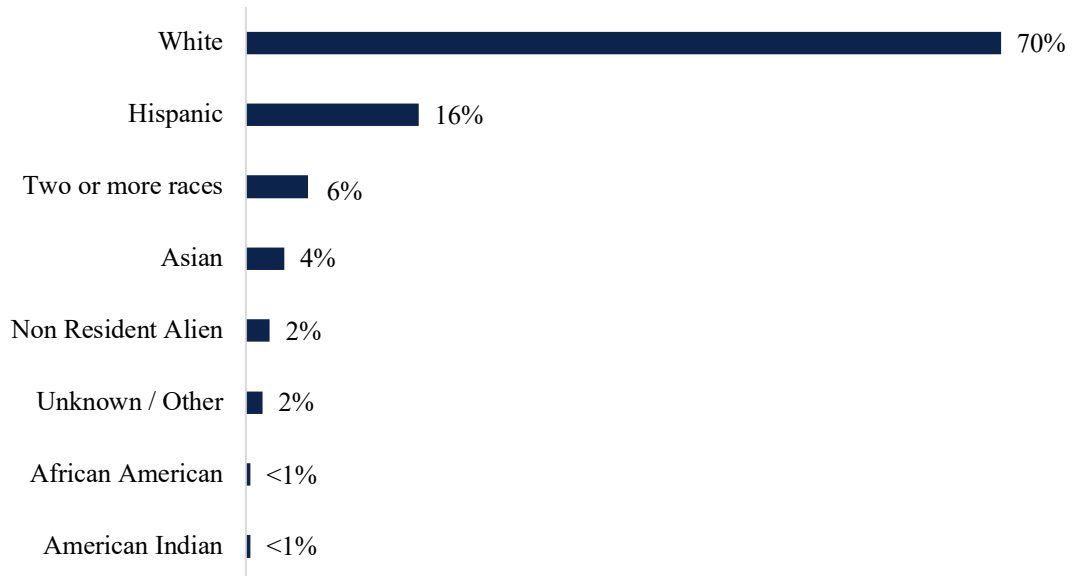


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A breakdown by ethnicity is shown below. About 70% of the students identify as White, followed by Hispanic (16%), two or more races (6%), and Asian (4%).



Post Survey Descriptive Analysis

The following charts include questions that were asked only in the posttest survey. Most students (91%) made at least 1 friend during the recruitment process, and 83% received an invitation to join a FSP organization. For students who did not receive an invitation to join the FSP, 63% would go through Spring recruitment (See pie charts below).





Discussion

Successful recruitment practices are the corner stone of the continuation of the UArizona FSP recruitment process. A meticulous analysis of the recruitment data was carried out to better comprehend the dynamics of students who voluntarily partook in the process, thereby aiming to enhance our practices and policies to optimally serve our Greek-affiliated students. The insights garnered provided a benchmark for subsequent comparisons and evaluations concerning the UArizona FSP, shedding light on potential avenues where fraternity/sorority professionals and volunteers might amplify the impact of their programming and advising efforts. Furthermore, the findings from this assessment can prove invaluable to all stakeholders with a vested interest in the perpetuation of Greek life on the UArizona campus, serving as a resource for FSP staff in their endeavors to foster beneficial recruitment practices henceforth.

The findings affirm that the recruitment initiative was advantageous, furnishing students with the requisite support and resources for thriving at UArizona. Notably, a substantial majority of respondents resonated with the view that the recruitment exercise adequately prepared them for a successful tenure as students at UArizona, fostering a sense of community on campus, valuing them as individuals, and eliciting their recommendation of FSP to peers. The overwhelming majority of participants expressed intentions to enroll at UA in the forthcoming semester. Nevertheless, a notable aspect surfaced where only about a third of the participants felt a strong connection with the campus or the FSP community. Given that a majority of respondents were freshmen, the lack of a profound connection with both the campus and FSP community is understandable. Hence, priority should be given to the formulation and execution of programs aimed at bolstering freshmen's engagement with both the campus and FSP community.

Statistical analyses such as the T-test and one-way ANOVA were conducted on assorted subgroups to ascertain if significant disparities existed between the means of two or more groups. Yet, no substantial difference in the sense of belonging was identified across gender, ethnicity, academic classification, or other demographic traits. A plausible explanation might be the skewed data owing to a smaller sample size in some categories. For instance, the majority of respondents were freshmen, female, white, and full-time students. A more balanced representation is advocated for in future assessments.

In conclusion, the outcomes delineate the positive ramifications and concerted efforts by FSP staff towards realizing a triumphant recruitment process at UArizona. The data and results encapsulated in this assessment are instrumental for one-on-one engagements with individual chapters, and for informing and amending recruitment protocols, guidelines, and strategies in the imminent years.

Reference

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