



## ELEVATE 2022:

### *UW Fraternity and Sorority Life Strategic Plan*

**Our Purpose:** To be a self-governing Fraternity and Sorority Community that Elevates its members, community, and campus.

**Out Vision:** To lead, grow, and elevate the Wyoming experience for all.

#### GUIDING PRINCIPLES:

**Grow and Develop** - Education and personal development is first. While enrolled, students will be challenged and grow due to experiences both inside and outside of the classroom. An FSL experience provides practical application to classroom knowledge and conversation.

**Build Connections** - Humans are social creatures. To be most successful while at the University and feel connected, relationships must be built. Relationships are at the core of the FSL community because of the support and friendships offered day-to-day and the larger networks that develop and last a lifetime.

**Give Back** - Our chapters and the greater FSL community give their time to local and national agencies, use their talents to help or teach others in need, and raise money and donate to important causes which make a profound impact on the UW, Laramie, and greater Wyoming community.

**Lead with Integrity** - The FSL experience is about developing deeper understanding of oneself. With a greater understanding of oneself, personal values align with actions and others want to follow. The group then becomes a model for others and positive change is created and individuals and communities are elevated.

#### GOALS:

**Growth and Success** – the core of Fraternity and Sorority Life is relationships. Strong and positive relationships are fostered when the environment is safe and support is abundant.

1. Grow overall community size to 1,500 students through enhanced support and resources for existing chapters and extension/expansion for new organizations
2. Increase efforts to diversify the FSL community through review of recruitment practices to ensure more inclusive practices; and begin targeted recruitment efforts to underrepresented student groups
3. Expand number of chapters to include multicultural or culturally based organizations which will lead to the development of a Multicultural Fraternity and Sorority Council
4. Improve and maintain retention of new members (bid to initiation) to 85% or greater
5. Improve and maintain graduation rates (initiation to graduation) to 85% or greater



6. Grow honor society and additional leadership opportunities to include the Association of Fraternal Values Society and Gamma Sigma Alpha Greek Academic Honorary

**Academics and Personal Development** – The FSL community is about developing essential life skills and leaders for the University, Wyoming, and the world.

1. Maintain grade point averages that are above the all undergraduate student average and above the all-male/female averages for each respective council
2. Review and evaluate existing new member education hosted by FSL/councils and enhance program to include member safety practices, community building, and resource awareness
3. Develop a robust and transformative new member retreat experience to further develop community among newest members and create pipeline for chapter and council leadership
4. Collaborate with other CSIL partners to host a an FSL-specific Leadership Course

**Safety and Wellness** - Incorporate best and good practices for harm reduction into community and council programs, activities, and meetings

1. All chapter Presidents, Social Chairs, and Safety/Risk Managers will participate in a Safe Social Event Hosting seminar before any events with alcohol can be held by the chapter each semester
2. All New Member Educators (or equivalent) will participate in a New Member Education seminar before New Member Education starts within the chapter
3. The FSL community aims to develop a coalition in order to lead and influence legislation on development of state-wide anti-hazing laws (Wyoming is currently one of 6 states with no anti-hazing laws)
4. Provide training opportunities to certify students in each chapter on Mental Health First Aid and/or American Red Cross First Aid

**Increased Giving** – Members of the FSL community are generous. They are generous with their time, talent, and treasure.

1. Increase annual giving by FSL organizations and members to \$350,000 annually
2. Increase FSL organizations and member service house to 30,000 annually
3. Partner with CSIL partners to host annual FSL service learning experience both nationally and internationally during campus breaks
4. Increase annual contributions to FSL Excellence Fund to \$10,000

**Increase FSL Brand Recognition** (Campus and Community-wide)

1. New visual identity including logo, branding and style guide, etc. of Office of Fraternity and Sorority Life, Panhellenic Council, and Interfraternity Council
  - a. Review and evaluate current marketing strategy of FSL programs, activities, and events



## Fraternity & Sorority Life

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- b. Expand impact and outreach on social media and through state-wide newspapers
2. Develop a robust awards and recognition program that captures and recognizes the best talent, service, and commitment that FSL has to offer
3. Host an annual signature event during Cowboy Kickoff

### **Affinity and Tradition**

1. Develop key partnerships across institution to drive greater affinity and connectedness to U. Wyoming (i.e., athletics, homecoming, alumni association, department traditions, etc.)
2. Create and partner closely with an Alumni Panhellenic and an Alumni Interfraternity Council to build alumni connection base and maintain affinity
3. Create an annual alumni FSL experience/event
4. Identify and involve campus-based fraternity and sorority members in community updates and FSL-wide events

**FSL Housing** – A strong and positive live-in experience can be an added catalyst for member support and experience, retention, and development.

1. Develop and begin implementation on a long-term FSL housing plan which may include but not be limited to:
  - a. Recommendations for policy revisions (how to make offer, request facility, revisions, etc.)
  - b. Minimum standards for housing
  - c. Create a grant-style program for chapter upkeep and enhancement
  - d. Community space for groups who may not be in a position to or have interest in housing
  - e. House Manager (student) and/or House Director (staff) support programs
2. Restore Fraternity and Sorority Housing to a vibrant, occupied, and positive student/campus experience.