

Division of Student Affairs
Student Union and Organizational Governance
Office of Student Involvement
2016 Assessment Report
Annual Greek Summit
Submitted by: Maureen Fillmore

Background

The Mission of the Student Union and Organizational Governance demonstrates the University's commitment to creating a positive student experience by supporting student organizations. As part of this mission, the Office of Student Involvement, in conjunction with the Student Union and Organizational, hosted CSUB's 3rd Annual Greek Summit on May 21, 2016.

Program

The purpose of the Greek Summit is to educate the membership of fraternities and sororities on issues specific to Greek life. The program will focus on matters such as values, alcohol awareness, community dynamics, leadership skills, collaboration, university resources & student success tools, and branding & public relations. This summit will provide a stage for crucial information sharing between the university and the members of the Greek community. The program will host a variety of speakers and utilize their personal skills, knowledge, and experiences to provide interactive and informative presentations. As part of their recognition on this campus, 60% of each chapter's membership is required to attend the summit. The program includes 2 general sessions, 7 breakout sessions, and multiple peer-to-peer interactive activities.

Expected Outcomes

1. Students will be exposed to solutions specific to Greek Life issues
2. Students will interact with each other and the facilitators through discussions of these issues
3. Students will engage in problem solving
4. Students will demonstrate the ability to think critically

It is our expectation that each participant becomes further educated in at least 2-4 separate areas of Greek Life, especially with regard to awareness of individual, organizational, and community values.

Assessment

- General Session #1, aimed at introducing definitions of Ritual and Values, presented by Maureen Fillmore
 - 4.5 on a 5-point satisfaction scale
 - 4.6 on a 5-point strongly agree/disagree scale when prompted "The content of the session was beneficial"; "By attending this session, I am able to identify where the values of my organization come from"
 - 4.7 on a 5-point strongly agree/disagree scale when prompted "By attending this session, I am able to identify what makes fraternities and sororities values-based organizations"
- Breakout Sessions
 - Alcohol Education facilitated by Erika Delamar, Assistant Director, Health Services
 - 4.7 on a 5-point satisfaction scale
 - 4.7 on a 5-point agree/disagree scale when prompted "By attending this session, I can list some of the effects alcohol can have on the body"; "By attending this session, I can identify the impact of alcohol abuse on the Greek community."
 - CSUB Spirit facilitated by Arthur Smith, Spirit Coordinator, Athletics
 - 4.2 on a 5-point satisfaction scale
 - 4.2 on a 5-point agree/disagree scale when prompted "The content of this session was beneficial"
 - 4.5 on a 5-point agree/disagree scale when prompted "By attending this session, I am able to define and identify what school spirit is"; "By attending this session, I am able to describe why school spirit is important to the campus and community"

- Our Community, Our Responsibility facilitated by Maureen Fillmore, Greek Life Coordinator, Student Union and Organizational Governance
 - 4.7 on a 5-point satisfaction scale
 - 4.7 on a 5-point agree/disagree scale when prompted “The content of this session was beneficial”; “By attending this session, I have a better understanding of who is impacted by and has a stake in the Greek community”
 - 4.8 on a 5-point agree/disagree scale when prompted “By attending this session, I have a better understanding of our stakeholders’ perspectives”
- Programming & Collaboration facilitated by Emily Poole, Assistant Director, Campus Programming
 - 4.3 on a 5-point satisfaction scale
 - 4.0 on a 5-point agree/disagree scale when prompted “The content of this session was beneficial”; “By attending this session, I feel better prepared to plan and execute a successful event”
 - 4.3 on a 5-point agree/disagree scale when prompted “By attending this session, I understand the benefits of collaboration”
- PR & Branding facilitated by Joanne Barrick, Chapter Key Advisor, Phi Sigma Sigma, Epsilon Epsilon Chapter
 - 5.0 on a 5-point satisfaction scale
 - 5.0 on a 5-point agree/disagree scale when prompted “The content of this session was beneficial”; “By attending this sessions, I am able to define what branding is”; “By attending this session, I learned by branding is important to my organization”
- Time Management facilitated by Jesse Quintanilla, Director, Talent Search
 - 4.4 on a 5-point satisfaction scale
 - 4.4 on a 5-point agree/disagree scale when prompted “The content of the session was beneficial”
 - 4.3 on a 5-point agree/disagree scale when prompted “By attending this session, I am able to identify tools and resources to help me manage my time better”
 - 4.2 on a 5-point agree/disagree scale when prompted “By attending this session, I have developed a plan to be more efficient with my time”
- 7 Sins of Social Media facilitated by Nicky Damania, Director, Student Life at Bakersfield College
 - 4.0 on a 5-point satisfaction scale
 - 4.3 on a 5-point agree/disagree scale when prompted “The content of this session was beneficial”; “By attending this session, I have a better understanding of the impact of social media”
 - 3.8 on a 5-point agree/disagree scale when prompted “By attending this session, I learned something new about social media”
- Greek Perception (Family Feud style) aimed to provide perspective about what the Greek community thinks about itself and to encourage teamwork, community, and engagement, presented by Maureen Fillmore
 - 4.4 on a 5-point satisfaction scale
 - Responses when asked “What did you like most about this activity?”
 - Being able to work with other Greeks from different organizations
 - It was interactive and fun
 - I got paired up with people I do not normally talk with
 - I like that we all got to participate
- Concentric Circles aimed to facilitate meaningful conversations about the strengths of the community and ideas for further success, presented by Maureen Fillmore
 - 4.3 on a 5-point satisfaction scale
 - 4.5 on a 5-point agree/disagree scale when prompted “This session was beneficial”
 - 4.6 on a 5-point agree/disagree scale when prompted “By attending this session, I was able to engage in meaningful dialogue with my peers about the Greek community”
 - Responses when asked “What did you like most about this activity?”
 - I got to meet other Greeks

- Realizing that we aren't alone
- Talking to fellow Greeks about what they wanted to see in the community
- It gave me a chance to hear other people's stories and background of their experience
- General Session #2 aimed to bring Ritual and Values to the forefront of the fraternal experience, presented by Maureen Fillmore
 - 4.4 on a 5-point satisfaction scale
 - 4.4 on a 5-point agree/disagree scale when prompted "This session was beneficial"; "By attending this session, I am better able to connect with my peers"
 - 4.6 on a 5-point agree/disagree scale when prompted "By attending this session, I am more motivated to portray my values through every day actions"

Assessment Tool

The assessment tool that we used to determine the successfulness of the program consisted of electronic evaluation forms. The participants were offered the opportunity to fill out an evaluation electronically at the conclusion of the event through RunnerSync.

Successes

The program had overwhelming anecdotal feedback indicating that the program was meaningful, impactful, and well worth the students' Saturday. The students repeatedly mentioned that they enjoyed the many opportunities provided to interact with others within the community that they don't normally interact with.

Proposed Changes

Feedback from attendees:

- Resources about financial planning, budgeting, and responsibility
- Internal relations: chapter morale
- Add the hashtag to the name badges
- Opportunity to visit more breakout sessions

Additional funding is needed to continue to host high-caliber events such as this. This event was a collaboration of many departments and community partners: Student Union and Organizational Governance, Office of Events, Associated Students, Inc., Spirit Program, CSUB Athletics, and the Bakersfield Alumnae Chapter of Gamma Phi Beta.