

CENTER FOR FRATERNITY AND SORORITY LIFE



Student Fees Advisory Committee (SFAC)
BASE AUGMENTATION REQUEST FOR FY19

UNIVERSITY of
HOUSTON
CENTER for FRATERNITY & SORORITY LIFE

The Center for Fraternity & Sorority Life
Student Fees Advisory Committee
SSF Request for FY2019
Base Augmentation Request

The Center for Fraternity & Sorority Life (CFSL) is requesting a FY2019 base augmentation funding request of \$6,360 to fund the ELEVATE! Fraternal Leadership Conference in continuance for FY2019 and beyond. ELEVATE! is a one-day conference-style leadership experience for fraternity/sorority emerging and established leaders to be held on the University of Houston campus. The inaugural ELEVATE! is scheduled for Saturday, November 18, 2017 in the Student Center. Through ELEVATE!, fraternity/sorority leaders will attend conference sessions designed to facilitate skill-building including, but not limited to, the following topic areas:

- Membership Recruitment
- Member Development and Member Accountability
- Marketing and Public Relations
- Diversity and Inclusion within your Chapter
- Creating and Facilitating Leadership Development
- Strategic Planning for your Chapter

The mission of the Center for Fraternity & Sorority Life is to ‘enhance the fraternity/sorority member experience in order to elevate our Greek community’. The creation of ELEVATE! helps to support this mission by doing the following:

- Enhance the individual membership experience by providing practical, skill-based education for fraternity/sorority leaders by university faculty, staff, and off-campus partners who are experts in their respective content areas;
- Increase the access to member education on campus;
- Elevate the commitment to leadership education by members of the Greek community.

The Center for Fraternity & Sorority Life was created as a stand-alone department in August 2010. It is important to note that, since that time, the Center for Fraternity & Sorority Life has received no increases in programming dollars since its creation as an office in Fall 2010. Excluding SFAC base augmentation requests for increased staffing, marketing, and strategic planning efforts, CFSL has received no increases in SFAC dollars to support the increases in programming. Since the creation and initial establishment of the first budget for CFSL, there has been a significant increase in the amount of programs and services offered to members of fraternities and sororities including:

- A 44% increase in fraternity/sorority membership since the creation of CFSL in Fall 2010.
- Increases in the amount of students attending the Future Greek Leaders Academy, driving costs upward.
- Establishment of the Fraternity/Sorority Presidents’ Leadership Summit, beginning as a one-day on campus experience in August 2013 and growing to an overnight off-campus experience since August 2015.
- Significant increase in the size and scope of the Fraternity/Sorority Night of Celebration Annual Awards Ceremony.

- Dramatic increases in marketing and promotional items designed to increase fraternity/sorority membership.

The total estimated cost for funding ELEVATE! is as follows:

ELEVATE! Keynote:	\$2,000.00
Lunch	\$2,000.00
Branding/Printing, and Other Program Execution Costs	\$1,000.00
Program Marketing and Other Promotional Items:	\$1,000.00
UH Administrative Charge	\$360.00
Total =	\$6,360.00