Greetings From The Office

Greetings from the University of Wisconsin– La Crosse! For those of who may not know me, my name is Alex Brown, and I serve as the Fraternity and Sorority Life and Student Association Adviser. Some of you may remember me from my time serving as the FSL/Greek Life Graduate Assistant a few years ago. I returned to campus last fall, as University Centers finished their office restructuring after Kaye Schendel’s departure. It is so wonderful to be back on campus and working with this community once again.

It was a busy first year back, with many things on the “to do” list. It was important to reestablish connections and build relationships with our students and organizations. It has been a rough few years since Kaye’s departure, and it is important to me to continue to connect with our students. We also worked on some new opportunities for our community, including educational programs on risk management, communication, and team building.

The most significant undertaking was a strategic plan for the community. Hopefully, you received our email looking for participation in our alumni focus group. After a semester of working with our team, we were able to develop our plan. We have more information about the process in this newsletter, but you can also check out the full report at on our website: http://www2.uwlax.edu/University-Centers/Strategic-plan/.

We’re very excited about our results, and the direction it is setting for our community. You are an important part of this journey! We hope to keep you informed and engaged as we continue to support our FSL community! If there is anything I can do to support your organization, or if you have any questions, please be sure to let me know! I’m always happy to help!

Best Regards,

Alex Brown
Fraternity and Sorority Life and Student Association Adviser
Strategic Plan—Preparing for our Future

At the end of the 2012-13 academic year, Director of University Centers Dr. Larry Riggenberg identified several key objectives for the upcoming year. One of his top priorities was the development of a strategic plan that would create a foundation of support, and provide a framework for growth and development of the members and the community.

We took the challenge to heart, and began pulling together the structure needed to make this plan a reality. This included the development of process, creating timelines, recruiting a team, lots of research, and the final recommendations.

After roughly seven months, research from campuses across the country, focus groups on campus, and lots of writing, we arrived at our final project, with 20 action items identified across the four pillars of our community. We have shared our findings with UW-L administration, and made presentations to members of our community. We encouraged them to share our findings with all of you. If you’re interested in learning more about our process and findings, you can check out all our materials on our website: http://www2.uwlax.edu/University-Centers/Strategic-plan/

Giving Back...

Two of the values that all of our organizations share are service and philanthropy. Our organizations seek to foster a sense of giving, a sense of duty to improve the communities we are a part of.

Our students lived out that mission again this year, contributing over 3,000 service hours and raising over $13,500 for various charities. That’s an average of 13 hours of service and $59 per community member.

Our community is aiming even higher next year, as they look to build on this year’s success!

I’m Phired Up!

Early in the spring semester, our community was fortunate enough to be able to bring in Vince Fabra, a speaker with Phired Up! Productions. They are widely regarded as the recruitment experts for fraternity and sorority life, student organizations, and other groups across the country.

We received very positive feedback from our students, and we’re excited to see the impact it can have on our recruitment efforts. As one of our students shared, “As a past recruitment chair, I think that it gives up opportunities to grow when talking with potential new members. More importantly, I think it could really help our Greek community. We aren’t close at all, and I think by having more conversations and stepping outside of our comfort zones/specific organizations could achieve a better sense of community.”
This past spring break, I had the privilege of participating in a program called “Leadershape”. I attended on behalf of Greek Life, and found it to be an incredible, and surprisingly, rewarding experience. Along with over sixty fellow peers from UW-L, I embarked on a journey of both character and personal development which involved learning how to face and talk about the issues presently existing within our society.

What is unique about Leadershape is that there is an emphasis on being a catalyst for change; a significant amount of the week was devoted to having each individual come up with more or less of a plan, vision, and mission to improve the world. The energy found at the Leadershape Institute was astounding; being amidst a group of motivated, catalytic, and passionate students is a feeling that I will never forget. When I walked away from the program at the end of the week, I felt as though anything were possible, and that I had found a group of individuals who would be my support network as I worked to accomplish my Leadershape vision and goals.

- Karley Clayton, Alpha Phi

The G.P.A. report is in, and members of the FSL community earned higher marks than the average UW-L student. This was the 4th straight semester where the Fraternity Average, Sorority Average, and All FSL averages were above their respective campus categories.

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<th>Organization</th>
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New recruitment model for Panhellenic

This past fall, the Panhellenic Council shifted over to the Minimally Structured Recruitment style here at UW-L. It was extremely successful, and helped us develop an initial names list of over 150 women. As if this wasn’t impressive enough, we had a regular attendance of over 40 potential new members at all of our events. Recruitment Counselors were used, and they shared that they had a wonderful experience working with their group of women. We recruited 16 wonderful new women to join us in our sisterhoods, with both Alpha Phi and Alpha Xi Delta reaching total. Because of the overwhelming turnout and interest, the Panhellenic council voted to raise total by adding 5 more spots into each chapter. The chapters used COB style recruitment to fill those spots. This was such a significant moment for our community, as total was raised for the first time in decades! It was an overall extraordinary experience and we gained a wonderful group of ladies that I am confident will bring great enthusiasm and dedication to our pillars and to Fraternity and Sorority Life!

Here’s to looking forward to the Spring Recruitment!

- Rebecca Sobiech, Panhellenic Vice President of Recruitment

“Now, instead of an ‘Us vs, Them’ recruitment style mentality, we are all working together to recruit the best possible women La Crosse has to offer.”
We didn’t join organizations of four years, we joined organizations of a lifetime. We want that to be a reality for members of our community, not just a slogan. Our goal is to help foster life-changing experiences, rooted in the values of our community and organizations, that prepare our members to go forth and leave a positive impact on the world.

We hope you have enjoyed this first issue of our alumni newsletter. This idea sprouted from our strategic planning process, and we hope it is the start of a renewed connection with our FSL alumni. But for this to be successful, we need your help!

We want this newsletter to be something that is useful, informative, and engaging. We want to know that what we’re talking about are the things you’d like to know.

If you have suggestions for topics that you’d like to see, features you’d like us to include, or ways we can better connect with you, please let us know. Our alumni are a valuable resource, and we want to continue to grow and strengthen our relationship with you.

The University of Wisconsin-La Crosse Fraternity and Sorority Community is rooted in the values that unite all of our organizations. We will foster and develop friendships between members and organizations, support leadership development and involvement opportunities for all members of our community, commit to meaningful service to others, and to promote and achieve academic excellence. The Fraternity and Sorority Community will work to create an environment that encourages each student to reach their fullest potential, while living their values every day. Membership in our fraternal community will provide students with the opportunity to develop skills that will benefit individuals, their organizations, the University of Wisconsin-La Crosse, and the local and global community.

Help us out!

Keep up on all the latest with our community on social media!
Facebook: www.facebook.com/UWLGreek/
Twitter: @UWL_FSL

“Surround Yourself With Values”