

SigEp Tomorrow:

Making Data-Driven Decisions with the Brotherhood Questionnaire

Carlson Leadership Academy



Desired Outcomes

- Understand the purpose behind SigEp's annual membership survey, the Brotherhood Questionnaire
- Interpret the raw data and how it applies to your chapter
- Be prepared to set goals with your executive board and alumni/volunteers based on the findings in these reports
- Be able to make data-driven decisions



Why?

- Inherently, we all have different definitions of brotherhood
- We constantly talk about "best practices" – now we have the data to back it up
- If we know more about _____, we can do more to address _____.
- What does this mean for you?
 - Recruitment
 - Member development
 - Chapter culture




Chapter Reports and National Averages

Chapter Reports

- Chapters with 60% completion rate are eligible
- See chapter-specific results compared to national averages and ideal ranges

2018 BROTHERHOOD QUESTIONNAIRE
In Partnership with Dyad Strategies



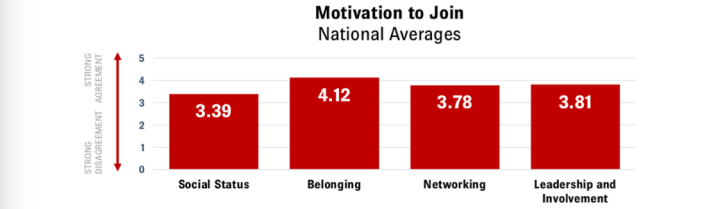
<<CHAPTER DESIGNATION>>
SURVEY RESULTS

SigEp

RECRUITMENT

SigEp seeks to recruit the highest quality men on campus. The data captured in this survey assesses why members choose to join SigEp. Students' motivation to join SigEp is a significant predictor of a number of behaviors.

Motivation to Join National Averages



Motivation to Join	Category Interpretation	Chapter Score	Ideal Score
Social Status	Members are influenced by the desire to achieve social recognition on campus. Social recognition is often linked to stereotypical representations of the fraternity experience	3.58	3.0 or below
Belonging	Members are influenced by the desire to find authenticity in a group on campus. High-performing chapters focus on recruiting on a message of inclusion and embracing SigEp's cardinal principles of virtue, diligence and brotherly love	4.2	4.0 or above
Networking	Members are influenced by the opportunity to build relationships and network with top leaders on campus and prominent alumni. High-performing SigEp chapters utilize alumni in recruitment to show the lifelong commitment to the fraternity experience	4.02	4.0 or above
Leadership and Involvement	Members are influenced by the opportunity to engage in leadership and get involved on campus. High-performing SigEp chapters recruit by demonstrating strong leadership development in the Balanced Man Program and mentorship from brothers who are influential leaders on campus	4	4.0 or above

Using the National Report

If your chapter didn't get to 60% completion, you can still use the national report to draw conclusions about your chapter's culture.

- Where do you think your chapter falls?
- Think about...
 - What behaviors would contribute to a high score?
 - What behaviors would contribute to a low score?
 - Does your chapter exhibit similar behaviors?



Example Chapter

- Involved on campus with top campus leaders
- Chapter uses rush as its primarily recruitment tool; not currently utilizing the BMS, but have talked about it recently
- Substance-free facility by university expectation
- Several engaged volunteers, but relatively young mentors
- Recently transitioned from pledge model to fully operating BMP
- No significant risk management incidents, but recent concern of slipping culture



Recruitment

**Member
Development**

**Chapter
Culture**



Recruitment

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What are some positive reasons why someone would want to join SigEp?



What are red flags to look for during the recruitment process?

Motivation to Join

1. Social Status
2. Belonging
3. Networking and Alumni
4. Leadership and Involvement

Recruitment

1

5

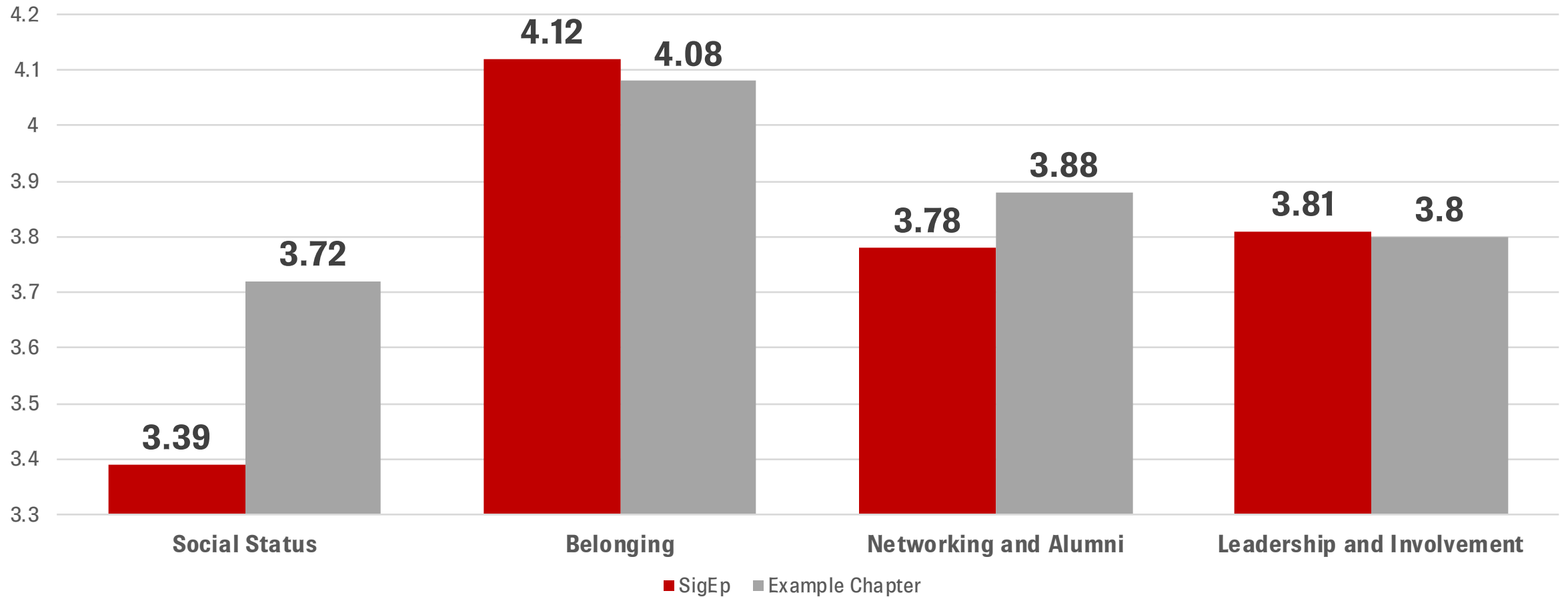


STRONGLY DISAGREE

STRONGLY AGREE



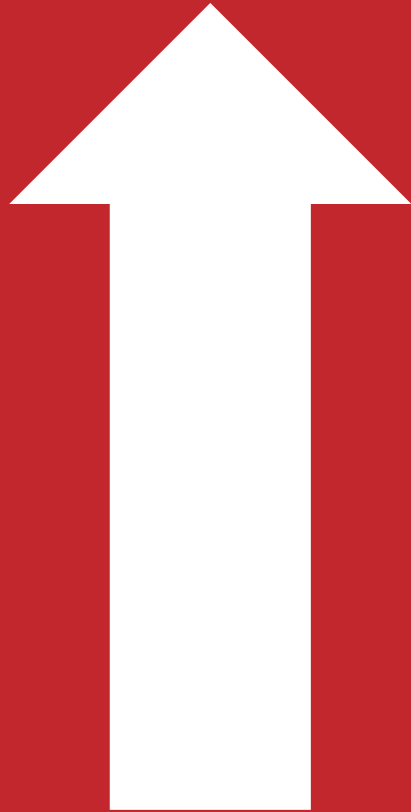
Motivation to Join



Scores based on a 1-5 scale where participants responded 1-strongly disagree and 5-strongly agree with hypothetical questions about each philosophy

Motivation to Join – Ideal Scores

1. Social Status – below 3.0
2. Belonging – above 4.0
3. Networking and Alumni – above 4.0
4. Leadership and Involvement – above 4.0



Motivation to Join:
Social Status



Recruitment

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Recruitment

Member
Development

Chapter
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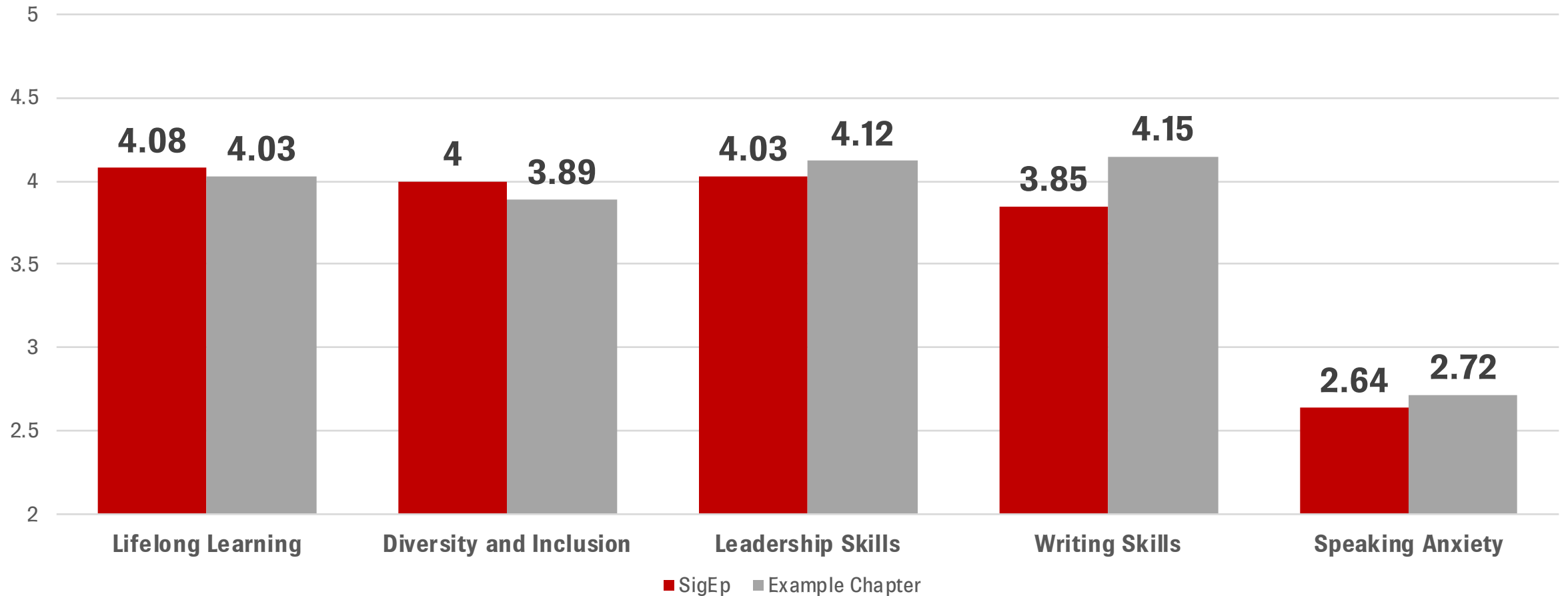
BMP Skill Development Opportunities

1. Lifelong learning
2. Diversity and inclusion
3. Leadership
4. Writing skills
5. Speaking anxiety

**Member
Development**



BMP Skill Development Opportunities



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BMP Skill Development Opportunities – Ideal Scores

1. Lifelong learning – above 4.0
2. Diversity and inclusion – above 4.0
3. Leadership – above 4.0
4. Writing skills – above 4.0
5. Speaking anxiety – below 2.0

Member
Development



Recruitment

Member
Development

Chapter
Culture



Recruitment

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Development**

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What is brotherhood?

What is healthy vs. unhealthy
brotherhood?

Definitions of Brotherhood

1. Brotherhood based on **Solidarity**
2. Brotherhood based on **Shared Social Experience**
3. Brotherhood based on **Belonging**
4. Brotherhood based on **Accountability**

"I am my brother's keeper. That means if we're out and he gets into trouble, it's my job to have his back, no matter what."

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Brotherhood Based on Solidarity



SigEp

"I know it sounds cliché, but it's the times you'll never remember with the people you'll never forget."

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Brotherhood Based on Shared Social Experience



SigEp

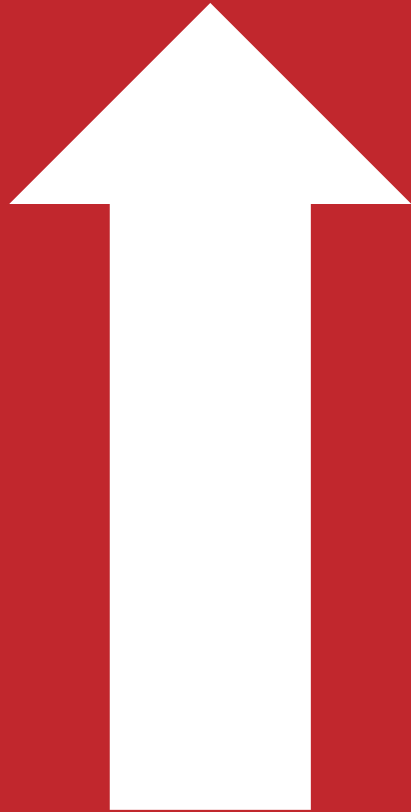
"From day one, this was a place where I felt at home. I feel sorry for guys in fraternities who feel like they have to pretend to be something they're not. I never felt that way. I feel like I can be myself because I know that my brothers value the same things I value."

"My brothers make me a better man by holding me to high standards."

Brotherhood Based on Accountability



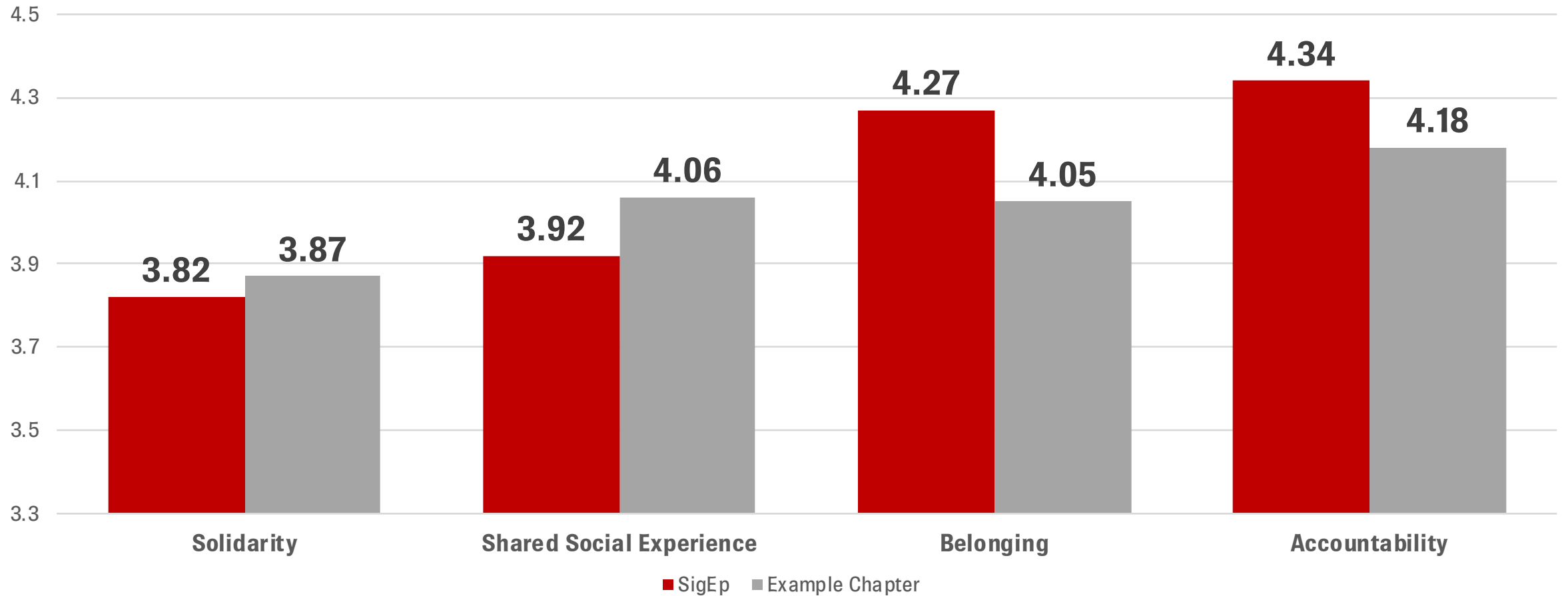
SigEp



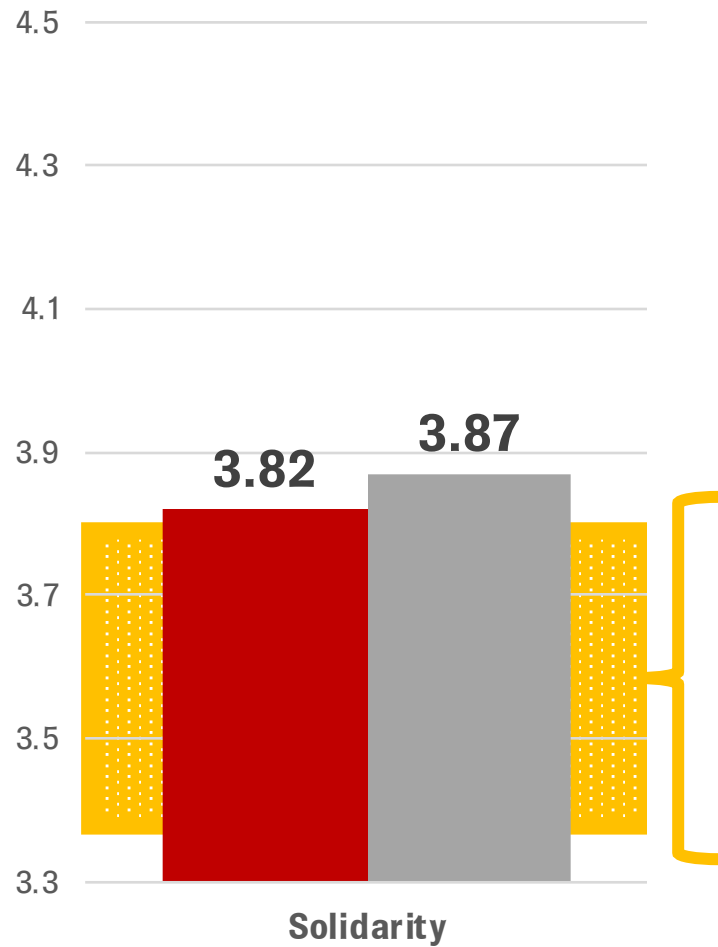
Brotherhood:
Shared Social



Brotherhood

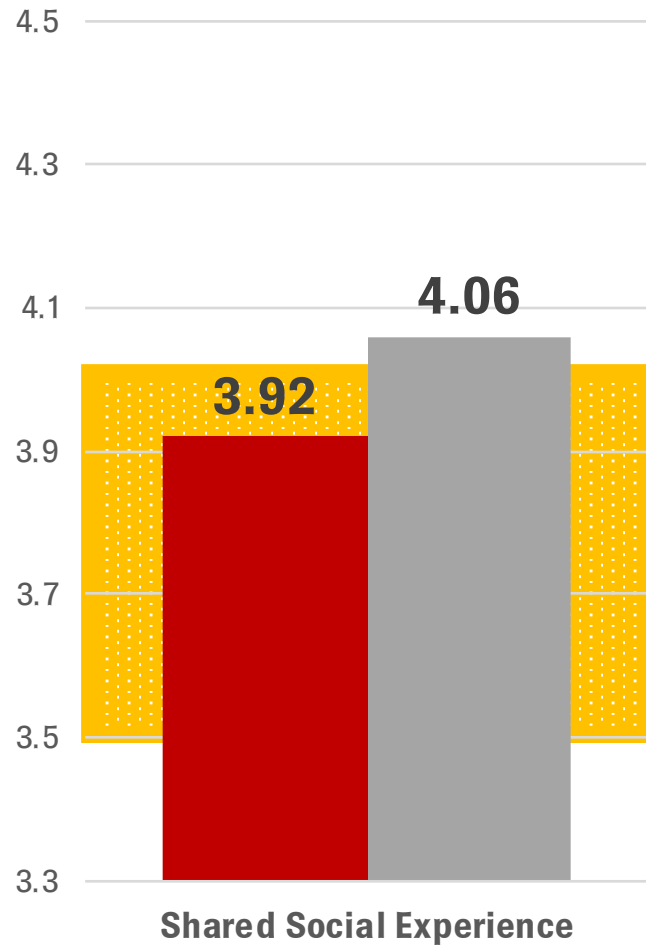


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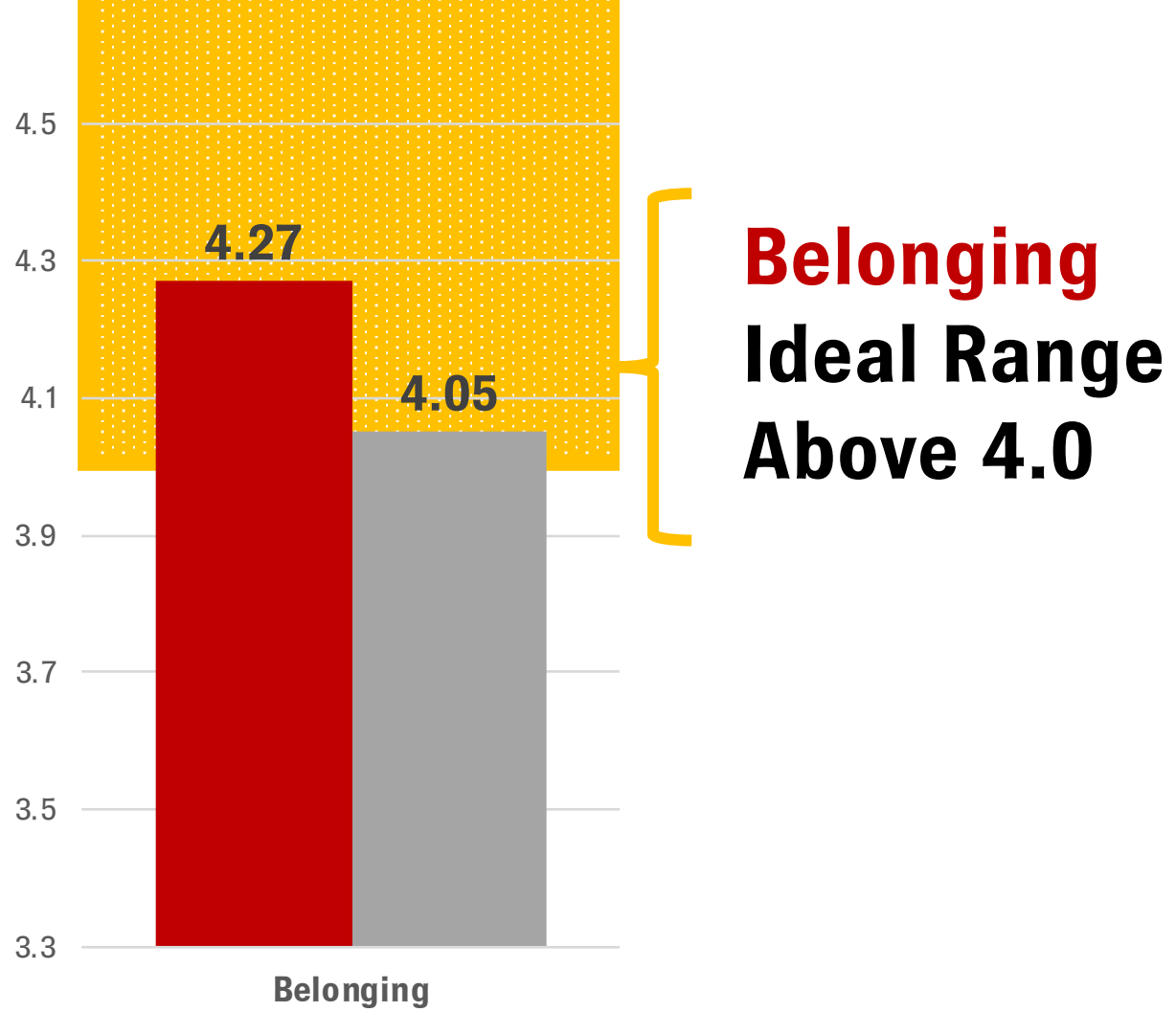
Solidarity
Ideal Range
Between 3.4 and 3.8

What can you do as an executive officer
to put the chapter score within the ideal
range?

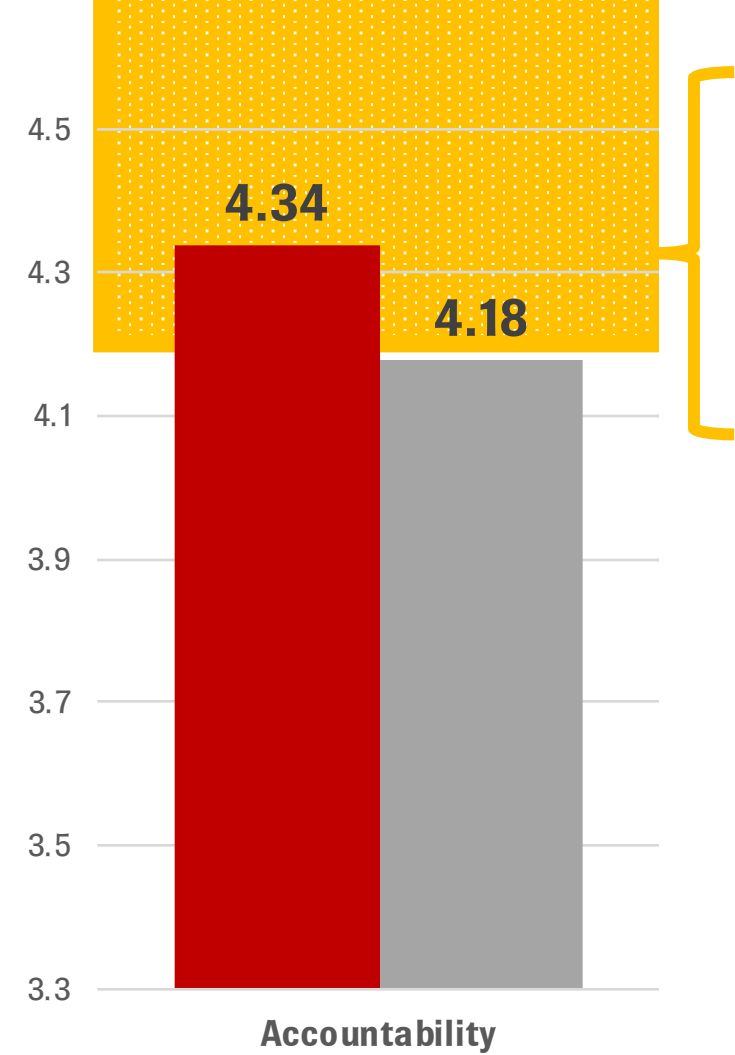


**Shared Social Experience
Ideal Range
Between 3.5 and 4.0**

What are the potential consequences if the shared social experience continues to rise?



How could this chapter improve it's
belonging score?



Accountability
Ideal Range
Above 4.2

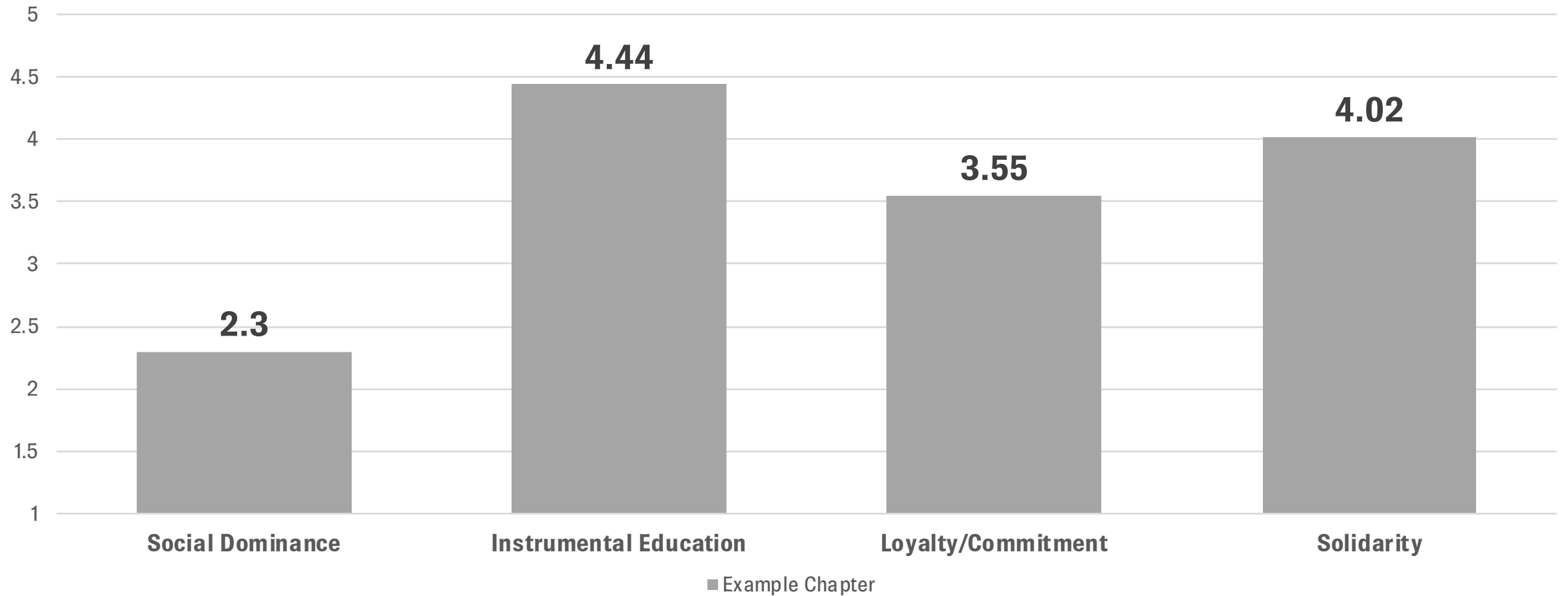


What formal and informal accountability mechanisms does your chapter need in order to increase accountability?

Indicators of Hazing

1. Social dominance
2. Instrumental education
3. Loyalty/commitment
4. Solidarity

Indicators of Hazing



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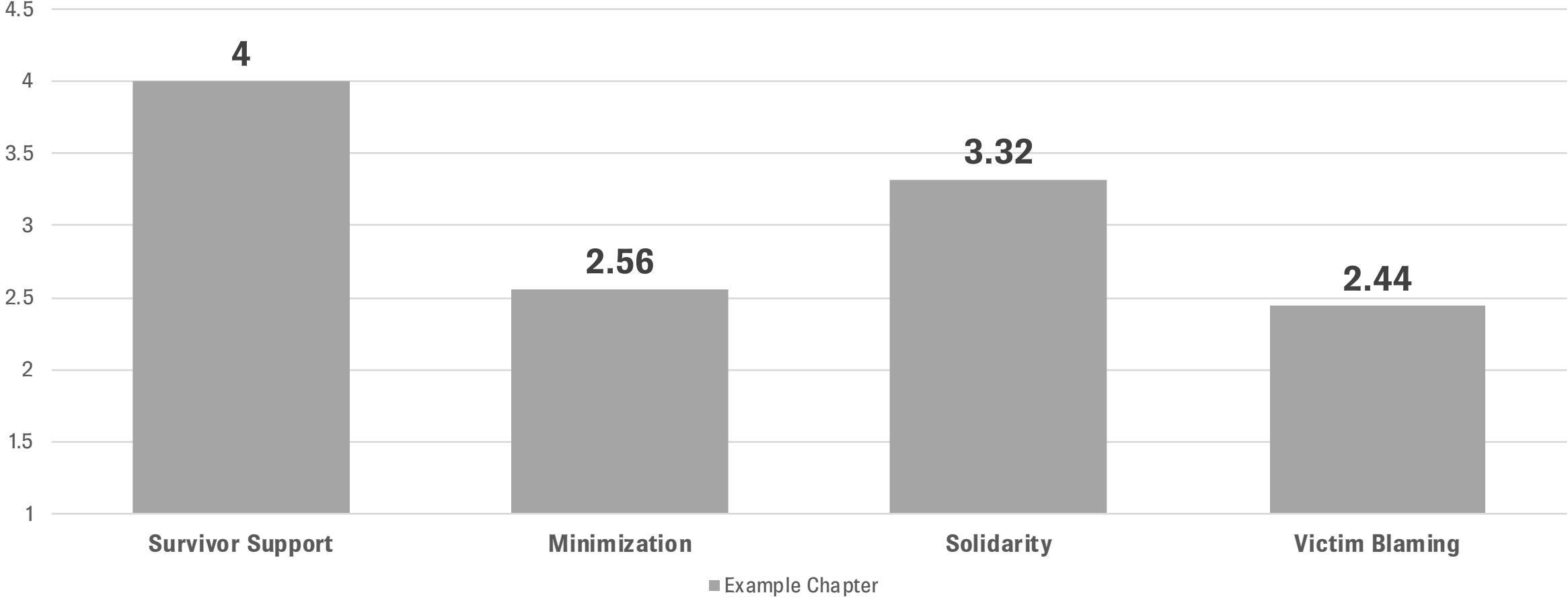
Indicators of Hazing – Ideal Scores

1. Social dominance – below 2.0
2. Instrumental education – below 2.0
3. Loyalty/commitment – below 2.0
4. Solidarity – below 2.0

Sexual Assault

1. Survivor support
2. Minimization
3. Solidarity
4. Victim blaming

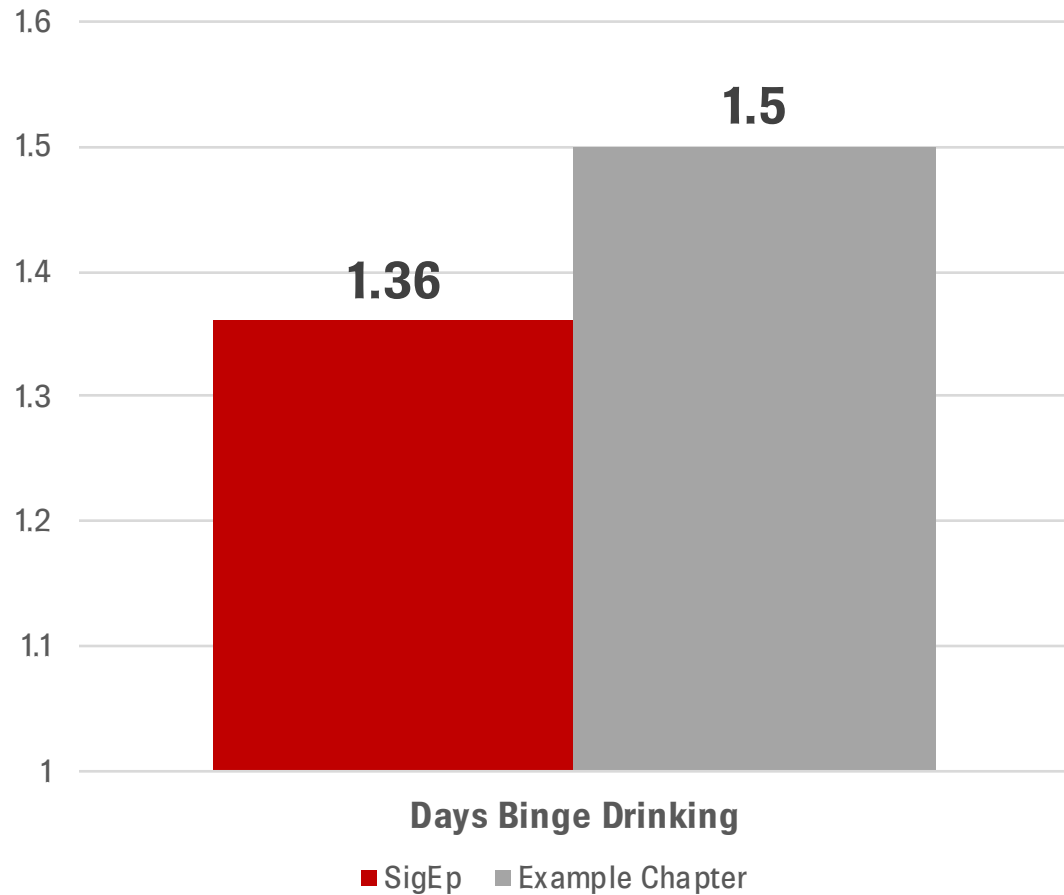
Sexual Assault



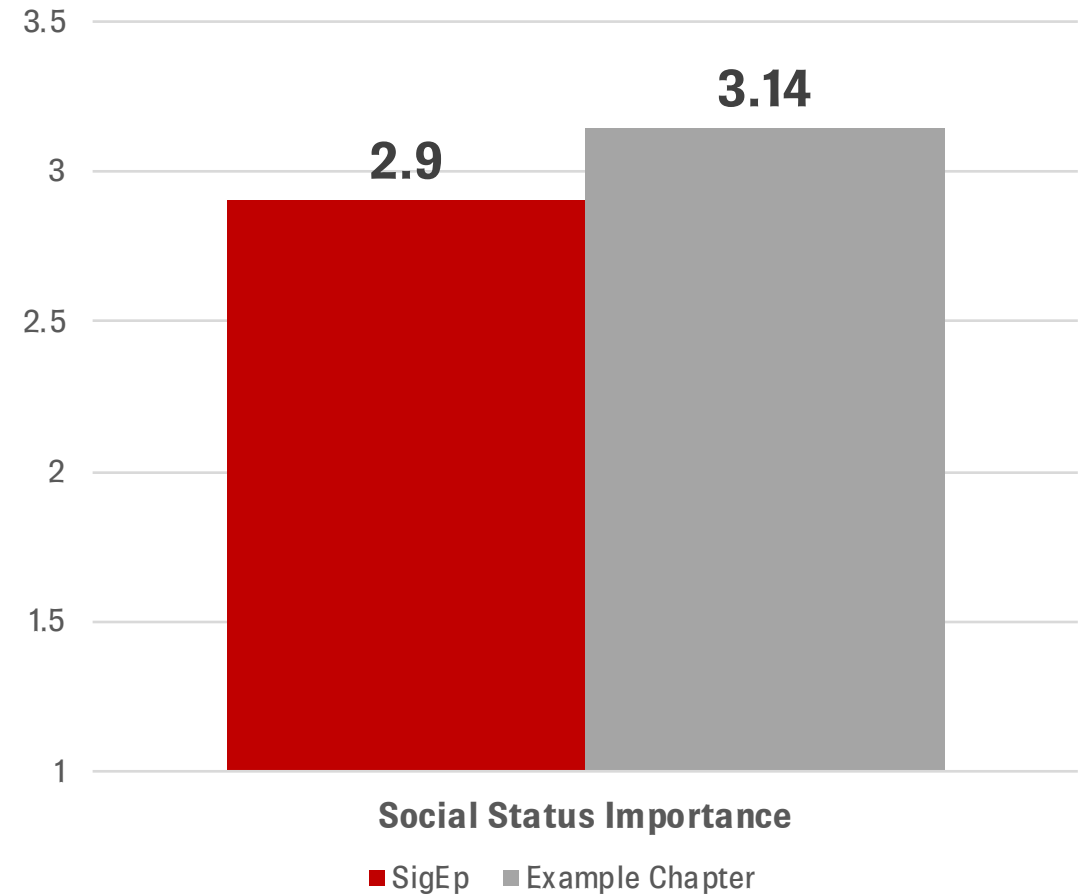
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Days Binge Drinking



Social Status Importance



Days Binge Drinking is based on a seven-day week. Social Status Importance scores based on a 1-5 scale where participants responded 1-strongly disagree and 5-strongly agree with hypothetical questions about the philosophy



Ethics:

Binge Drinking



Recruitment

**Member
Development**

**Chapter
Culture**



How should you present this data back
to your chapter?

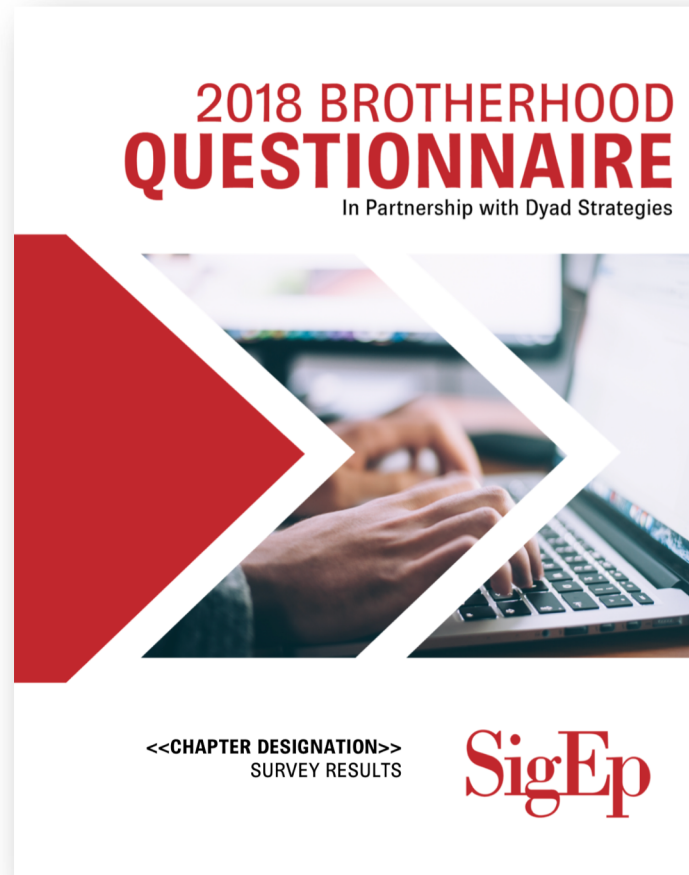
www.sigep.org/survey



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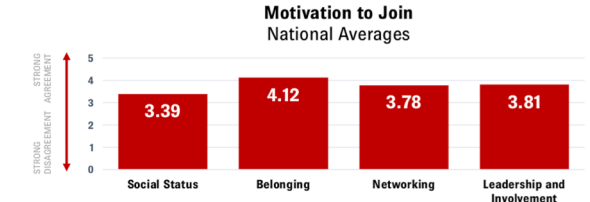
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The logo consists of a white arrow pointing to the right, with a red outline, set against a red background.

SigEp