



Sigma Phi Epsilon Fraternity

## Brotherhood and Fraternal Values Assessment Executive Summary – Year 1

Report Prepared for Sigma Phi Epsilon by Dyad Strategies, LLC

Primary Authors:

Gentry McCreary, Ph.D.

Joshua Schutts, Ph.D.

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## **Introduction and Overview of Research**

In October/November 2018, Dyad Strategies conducted a membership assessment of the entire Sigma Phi Epsilon undergraduate membership. In all, 5,716 members completed the survey, representing just under 52 percent of the total undergraduate population. Table 1 lists the demographic information of the students who completed the survey.

Sig Ep members were asked to complete a number of measures related to brotherhood, organizational commitment and identity, hazing attitudes, sexual assault attitudes, and alcohol use. In addition, several measures used in this study are linked to the values of Sigma Phi Epsilon and are intended to be studied over time in order to understand the impact that Sigma Phi Epsilon has on its members. A complete listing of all measures used in this study is presented in Appendix 1.

Where applicable, data gathered in this project are contrasted against data gathered in 2018 from four other national fraternities (listed anonymously as Fraternities 1-5) for benchmarking and comparison purposes. While Sig Ep completed an assessment in Spring of 2018, those data are not presented longitudinally here for two reasons - first, because of the low response rate in the first survey administration, and secondly because of the short period of time between administrations.

This report is intended to provide an executive summary of key findings and recommendations. It should be noted that the information gathered through this survey project and reported herein does not report past or specific incidents, does not and cannot predict future behavior, and is intended to be used as an educational tool to better understand and to improve the organization's programming and educational intervention efforts.

*Table 1. Demographic Information*

<b>Class Year</b>	<b>Percentage</b>	<b>Race/Ethnicity</b>	
<i>Freshman</i>	<i>15%</i>	<i>White</i>	<i>60%</i>
<i>Sophomore</i>	<i>22%</i>	<i>Hispanic</i>	<i>5.7%</i>
<i>Junior</i>	<i>22%</i>	<i>Asian/Pacific Islander</i>	<i>4.5%</i>
<i>Senior</i>	<i>14%</i>	<i>Black/African American</i>	<i>2.1%</i>
<i>5<sup>th</sup> Year Senior</i>	<i>1.5%</i>	<i>Multi-racial/Other</i>	<i>3%</i>
<i>Graduate Student</i>	<i>&lt;1%</i>	<i>Undisclosed</i>	<i>25%</i>
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## **Summary of Key Findings**

**Sig Ep Has Nearly Ideal Brotherhood Profile** – The four schema of brotherhood increase from left to right, with appropriate levels of Solidarity and Shared Social Experiences and high levels of Belonging. While Accountability is the highest score, a difference of at least .2 between Belonging and Accountability would provide an ideal brotherhood profile. Increasing Accountability within Sig Ep should be a priority.

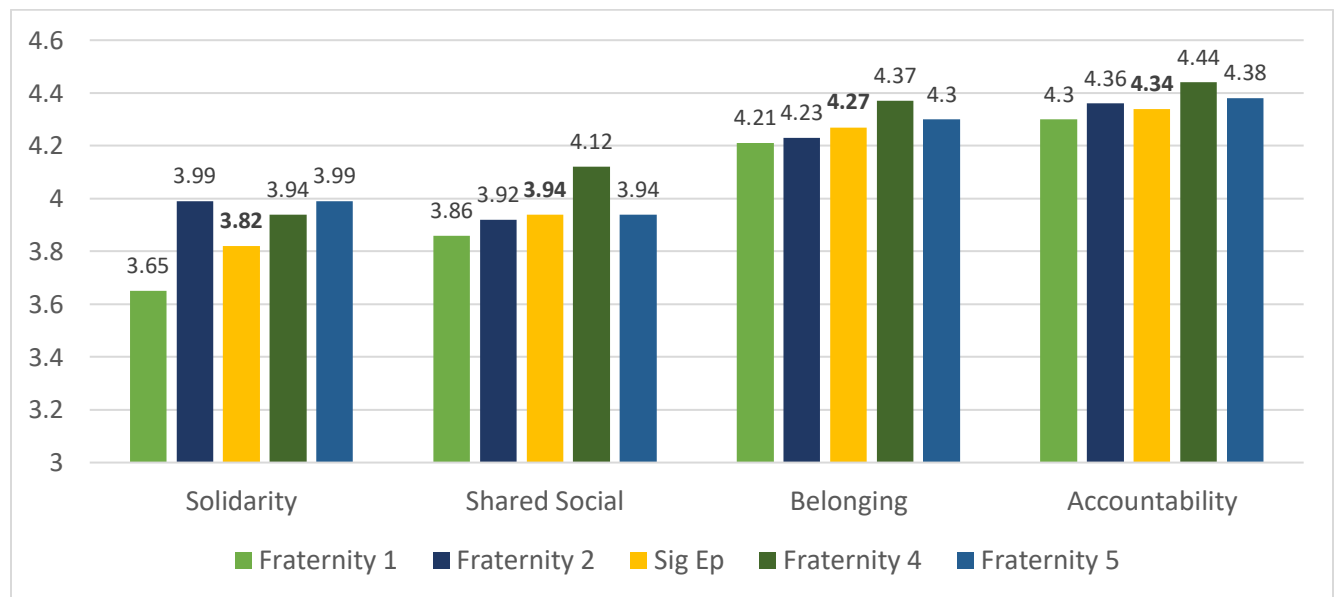
**Relative to Comparison Fraternities, Sigma Phi Epsilon Members Drink Significantly Less** – While binge drinking rates are comparable to other national fraternities, the overall reported consumption of SIG EP members is significantly less than their peers. Of the five groups, the US AUDIT Score of 6 is the only score not in the range of “problematic” drinking (defined as a score of 7 or higher on a 12 point scale).

**Class Year Appears to Be a Predictor of a Majority of Experiential Outcomes –** While further longitudinal research will be necessary in order to demonstrate impact over time, the data suggests growth on a number of constructs related to Sig Ep’s values.

**Brotherhood**

Sigma Phi Epsilon has the second lowest Solidarity score among the five groups (a positive finding). While the other scores rank in the middle of the other comparison groups, Sig Ep possesses what would be described as an “ideal” brotherhood profile, in that Solidarity is the lowest score, followed by Shared Social, Belonging and Accountability as the highest score. Ideally, Accountability would be at least .1 higher than the Belonging score, which can be identified as an area of potential improvement.

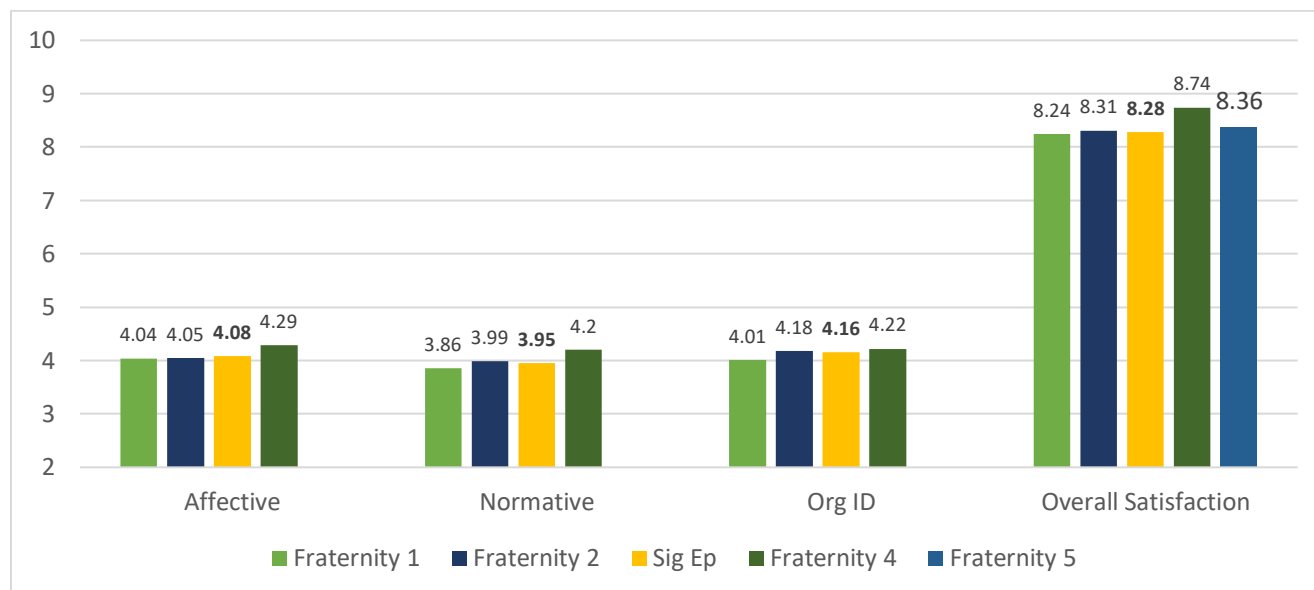
*Table 2. Brotherhood in Comparison to Four National Fraternities*



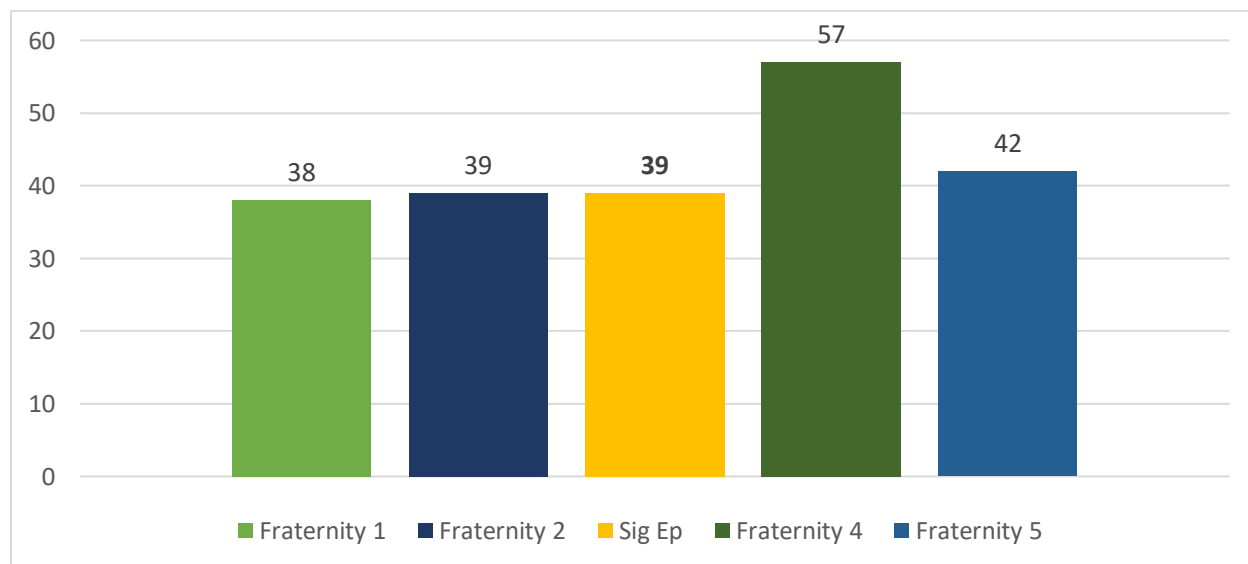
**Commitment and Identification**

Sigma Phi Epsilon members are average in terms of their levels of commitment, identification and satisfaction with their fraternity experiences.

*Table 3. Commitment, Identification and Satisfaction in Comparison to Four National Fraternities*



*Table 4. Net Promoter Score for Overall Satisfaction in Comparison to Four National Fraternities*

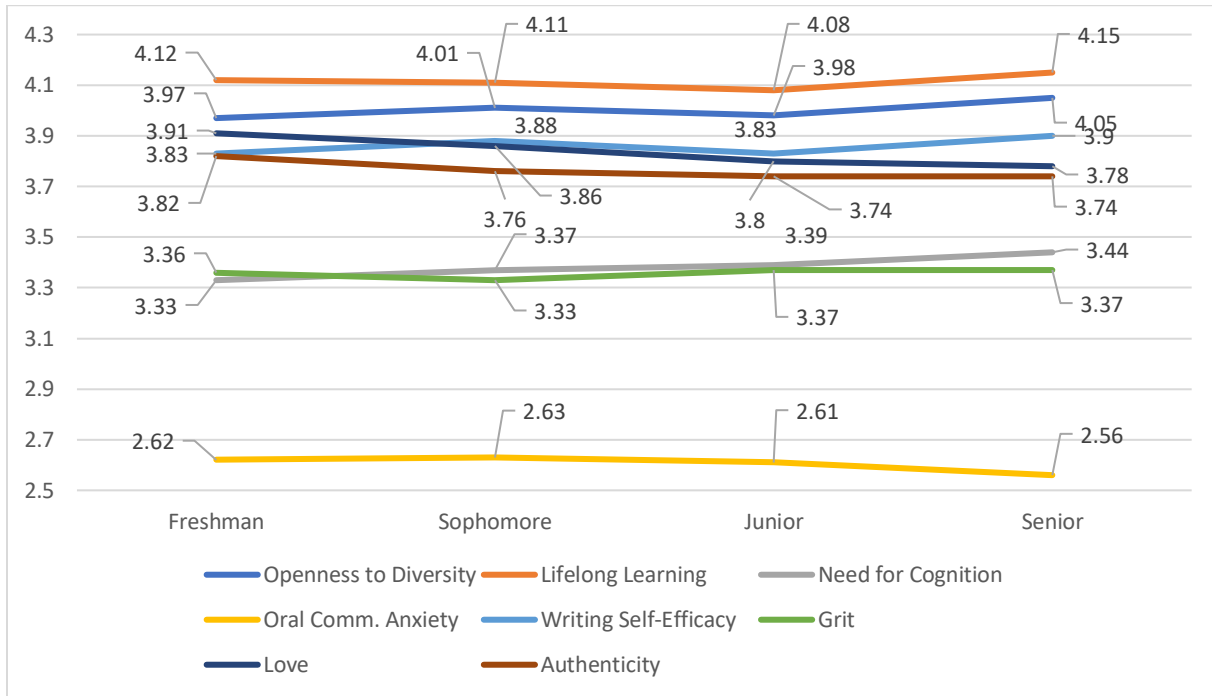


**Sigma Phi Epsilon Values**

Membership in Sigma Phi Epsilon appears to have a positive impact on some developmental outcomes, and a negative impact on others. While longitudinal research over time will be necessary to demonstrate actual impact, class year appears to have a

positive impact on Lifelong Learning, Openness to Diversity, Writing Self Efficacy, Communication Anxiety, Need for Cognition, and Grit. Class year appears to have a negative impact on Love and Authenticity.

*Table 5. SIG EP Values by Class Year*



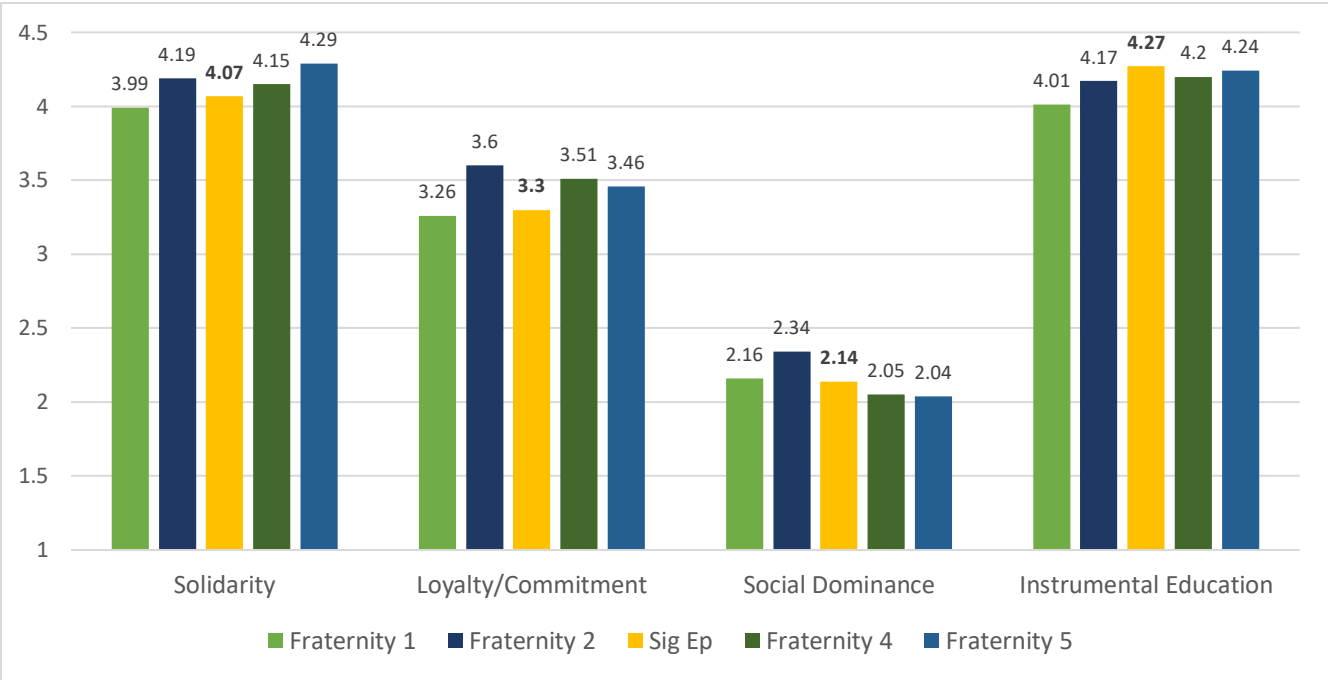
### **Risk Management and Social Culture**

Relative to its inter-fraternal peers, Sigma Phi Epsilon has a more positive and healthy social culture related to hazing and alcohol. Sig Ep has one of the lower hazing tolerance scores, and the second lowest scores on solidarity-motivated hazing and loyalty/commitment motivated hazing. The highest score of the five groups on “Instrumental Education” motivation means that Sig Ep members are the most likely to view the new member process as an educational endeavor designed to teach new members about the organization.

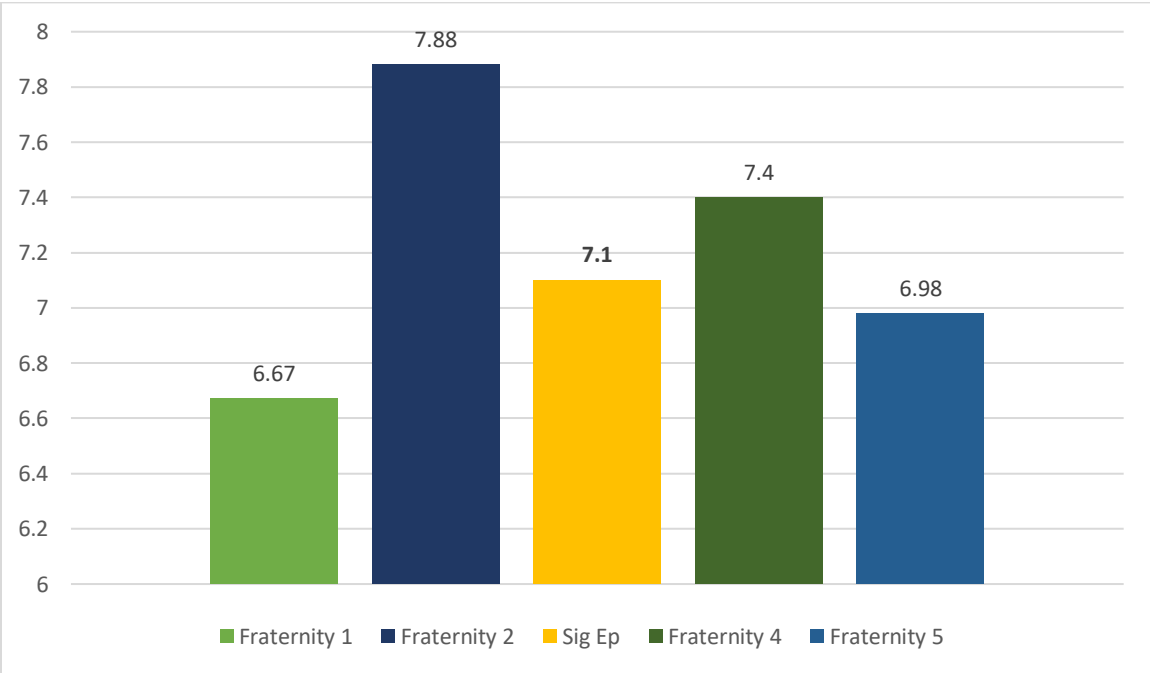
Sig Ep has mixed data related to alcohol use. While fraternity members binge drink at a slightly more frequent rate than their peers, their overall consumption of alcohol is lower than other organizations, and is one of only two groups below the threshold of “problematic drinking” which is defined as a score of higher than 6 on the Overall Consumption (US Audit Scale) measure.

Lastly, Sig Ep members have the second highest scores among the five organizations on Victim Blaming and Minimization mindsets related to sexual assault, indicating that more education in this area may be necessary.

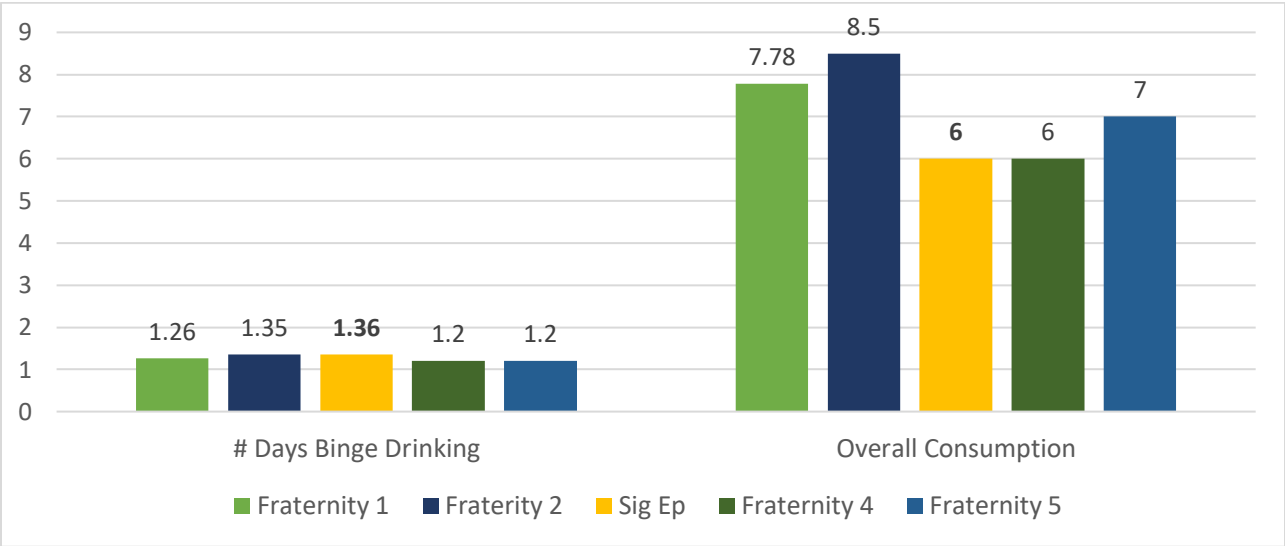
*Table 6. Hazing Motivation in Comparison to Four National Fraternities*



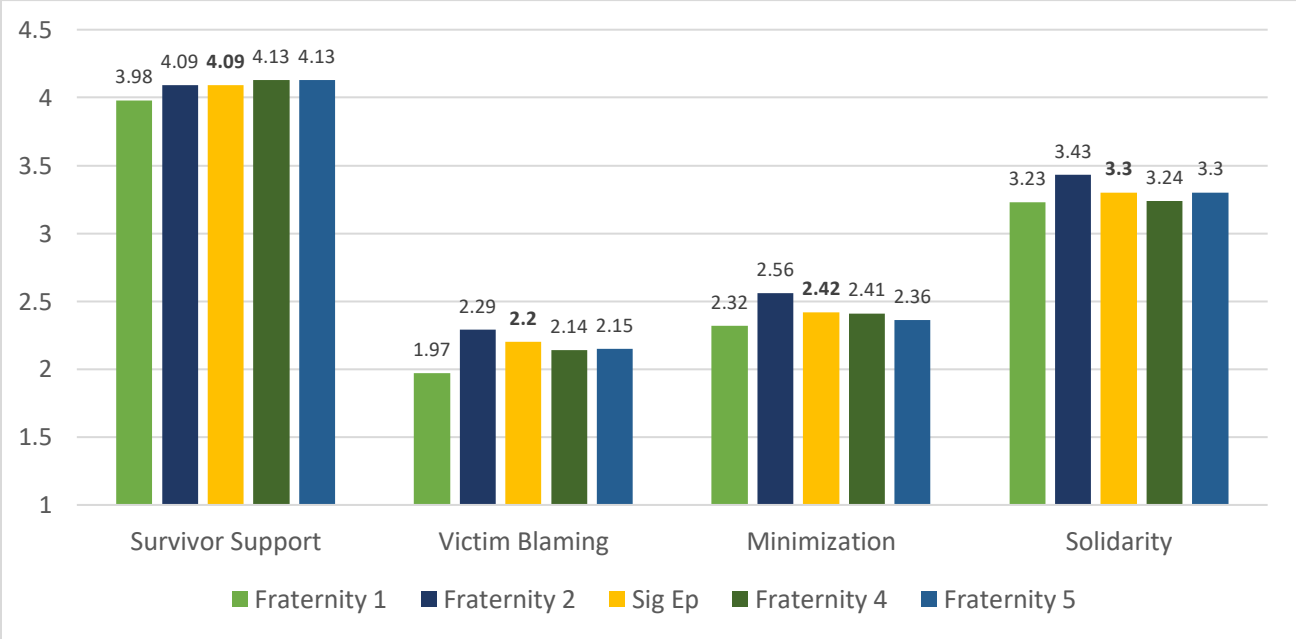
*Table 7. Hazing Tolerance in Comparison to Four National Fraternities*



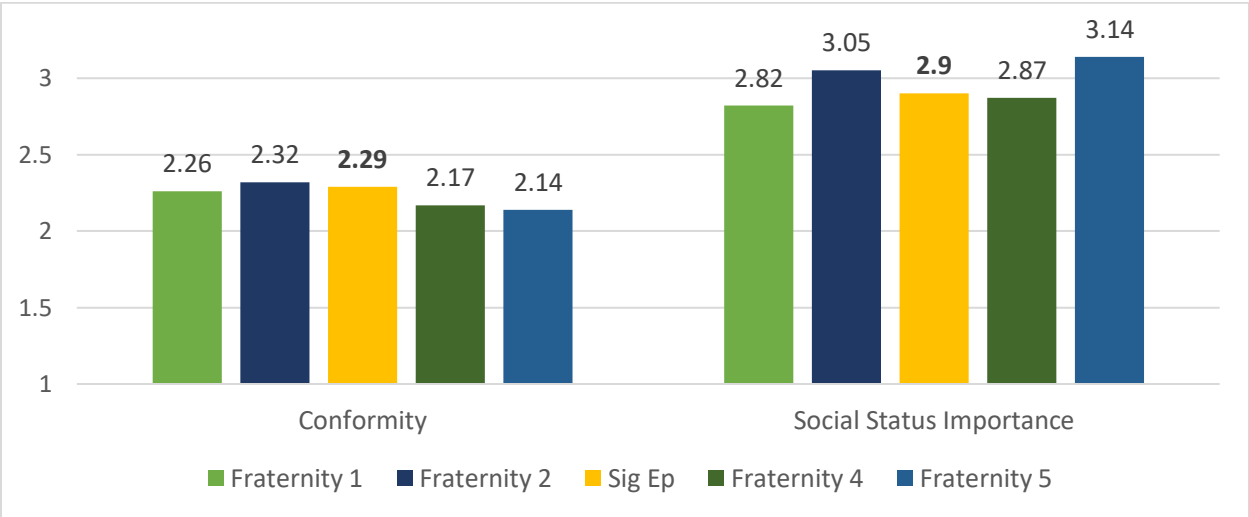
**Table 8. Self-Reported Alcohol Consumption in Comparison to Four National Fraternities**



**Table 9. Sexual Assault Attitudes in Comparison to Four National Fraternities**



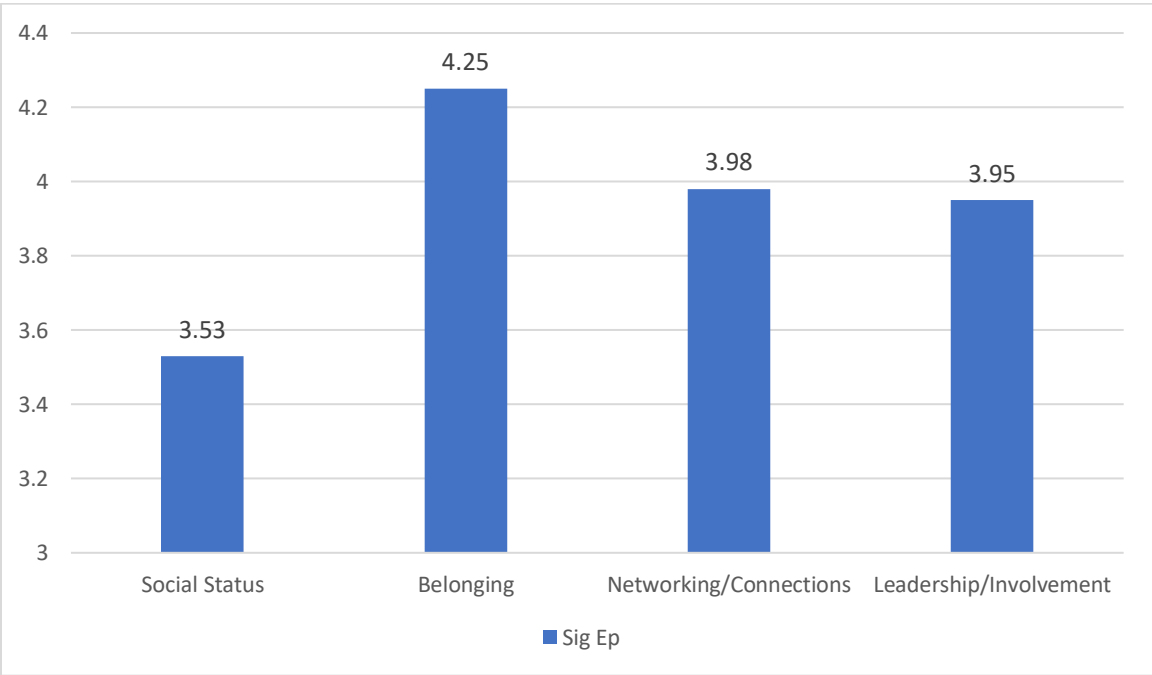
*Table 10. Conformity and Importance of Social Status in Comparison to Four National Fraternities*



**Motivation to Join**

Motivation to Join, while measured for all members, is presented in Table 11 for only freshman members (N=901), in order to better understand why students join Sig Ep. While this was only measured in Sig Ep this year, it will be measured with all organizational clients in 2019. Sig Ep members are driven to join Sig Ep primarily to find a place to belong. More importantly, social status is the least important motivator for Freshman members.

*Table 11. Motivation to Join for Freshman Members*





## **Recommendations and Next Steps**

Based on the analysis of data from Year 1 of this project, we offer the following recommendations to Sig Ep leadership:

- **Invest in Helping Chapters Boost Accountability** – While Sig Ep displays a close to ideal brotherhood profile, the lone issue is an accountability score that is within .1 of the belonging score. In order to boost Accountability, the fraternity should invest in training chapters around both formal and informal accountability systems. For formal accountability, developing standards and metrics for the chapter judicial/standards process should make an impact. For informal accountability, consider training/education with new members around healthy confrontation and conflict resolution.
- **Engage in curriculum mapping activity to ensure that all Sig Ep programs are mapped to the membership outcomes measured in this research** – While class year was a predictor for some growth among Sig Ep membership outcomes, this growth was relatively small and there was no growth on a number of the outcomes, including some that are central to the fraternity's ritual and stated values (Love, Authenticity). Length of membership should be a predictor of attitudes connected to fraternal values, and this data suggests that this is not always the case within Sig Ep. The fraternity should examine all of its chapter workshops and national/regional programs to ensure that the outcomes of these programs are linked to at least one, and ideally multiple, membership outcomes measured in this research.
- **Build Recruitment Training Around Motivation to Join** – This research has revealed that a student's motivation to join Sig Ep is a powerful predictor of other outcomes associated with his membership. Students joining for social reasons are more prone to problematic outcomes, and students joining for belonging purposes are more prone to positive outcomes. The fraternity should build training and education for chapters around these concepts, helping them develop strategies to recruit more members seeking deep meaningful friendship and connection and to screen out those seeking only a social experience.
- **Ensure that Sexual Assault Prevention Training Addresses Victim Blaming and Minimization**

Future versions of this survey will be able to track change over time and giving us the ability to measure how individuals change during their time as a member of Sig Ep. By modeling time as a variable, we will be able to conduct true experimental design on any measurable membership experience. This would include program participation and piloting specific experiences at the chapter level. Sig Ep leadership should determine what, if any, new programs or experiences are to be piloted and what outcomes should be mapped to those experiences for further study.