



Sigma Phi Epsilon Fraternity

Brotherhood and Fraternal Values Assessment
Executive Summary – Year 2

Report Prepared for Sigma Phi Epsilon by Dyad Strategies, LLC

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Introduction and Overview of Research

In October/November 2019, Dyad Strategies conducted a membership assessment of the entire Sigma Phi Epsilon undergraduate membership. In all, 6,256 members completed the survey, representing approximately 48 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, 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 2019 from five other national fraternities (listed anonymously as Fraternities 1-6) for benchmarking and comparison purposes. Additionally, the data are presented longitudinally, showing responses on the 2019 survey compared to the 2018 survey.

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

Class Year	Percentage	Race/Ethnicity	
<i>Freshman</i>	<i>16%</i>	<i>White</i>	<i>69%</i>
<i>Sophomore</i>	<i>27%</i>	<i>Hispanic</i>	<i>5.8%</i>
<i>Junior</i>	<i>25%</i>	<i>Asian/Pacific Islander</i>	<i>3.2%</i>
<i>Senior</i>	<i>19%</i>	<i>Black/African American</i>	<i>1.8%</i>
<i>5th Year Senior</i>	<i>1.8%</i>	<i>Middle East/North African</i>	<i><1%</i>
<i>Undisclosed</i>	<i>11%</i>	<i>Native American</i>	<i><1%</i>
		<i>Multi-racial/Other</i>	<i>3.2%</i>
		<i>Undisclosed</i>	<i>12%</i>
How Dues Paid			
<i>Paid by Someone Else</i>	<i>23%</i>	<i>First Gen College Student</i>	<i>13.5%</i>
<i>Self-Paid</i>	<i>45%</i>	<i>Works Full or Part-Time Job</i>	<i>54%</i>
<i>Combination</i>	<i>20%</i>	<i>Fraternity Legacy</i>	<i>12.7%</i>

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 continued priority.

Hazing Attitudes Trending in Positive Direction – Sig Ep members reported significantly lower levels of hazing tolerance in 2019 compared to 2018. In addition, scores on the two most problematic hazing motivations, Social Dominance and Loyalty/Commitment, decreased significantly between 2018 and 2019.

Commitment, Satisfaction Increasing – Between 2018 and 2019, Sig Ep members reported significantly higher levels of Affective Commitment and Normative Commitment. In addition, the fraternity's Net Promoter Score increased significantly in the last year. Members are more satisfied with their experience and are more committed to the fraternity.

Relative to Comparison Fraternities, Sigma Phi Epsilon Members Drink Significantly Less – Sig Ep members report among the lowest of all peer fraternities on measures of binge drinking and alcohol consumption. In addition, self-reported binge-drinking rates decreased significantly between 2018 and 2019.

Motivation to Join Trending in Positive Direction – In the last year, Motivation to Join among Sig Ep freshman has trended in a positive direction. Social Benefits motivation has declined significantly, and Belonging, Leadership/Involvement, and the Networking motivations have all increased significantly. By continuing to improve the pipeline of students joining Sig Ep, the fraternity should expect to continue to see gains in risk-related areas in the future.

Brotherhood

Sigma Phi Epsilon has the second lowest Solidarity score among the six 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. In the last year, Sig Ep has seen Solidarity brotherhood decrease significantly and Belonging increase significantly (both positive findings), but has seen Shared Social Brotherhood increase significantly (a problematic finding). While these changes are relatively small, further research will determine whether or not they represent a trend in the organization.

Table 2. Brotherhood in Comparison to Five National Fraternities

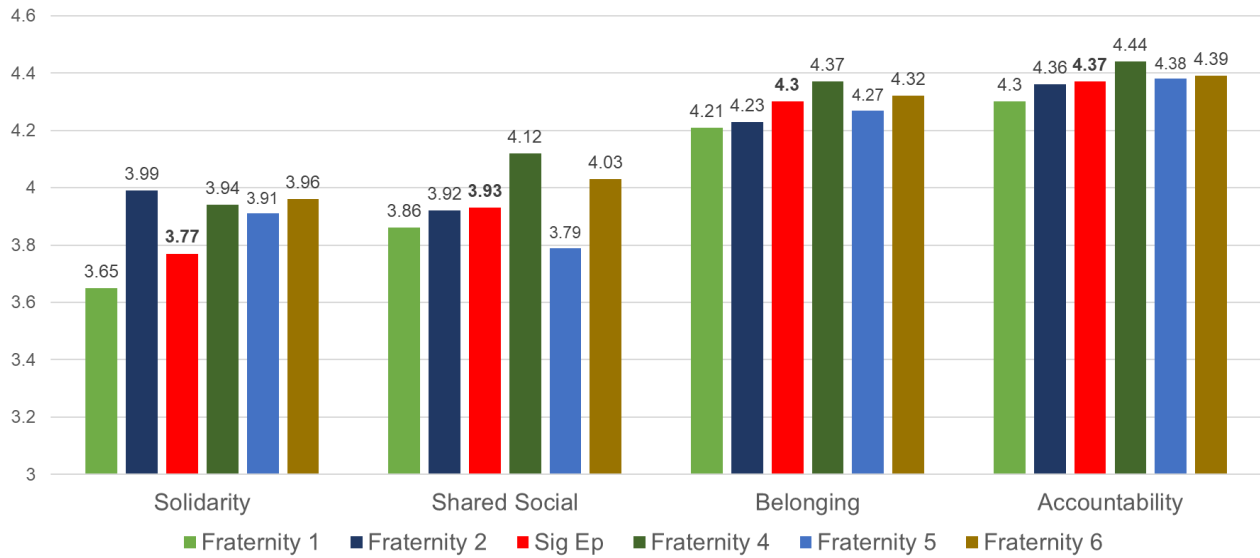
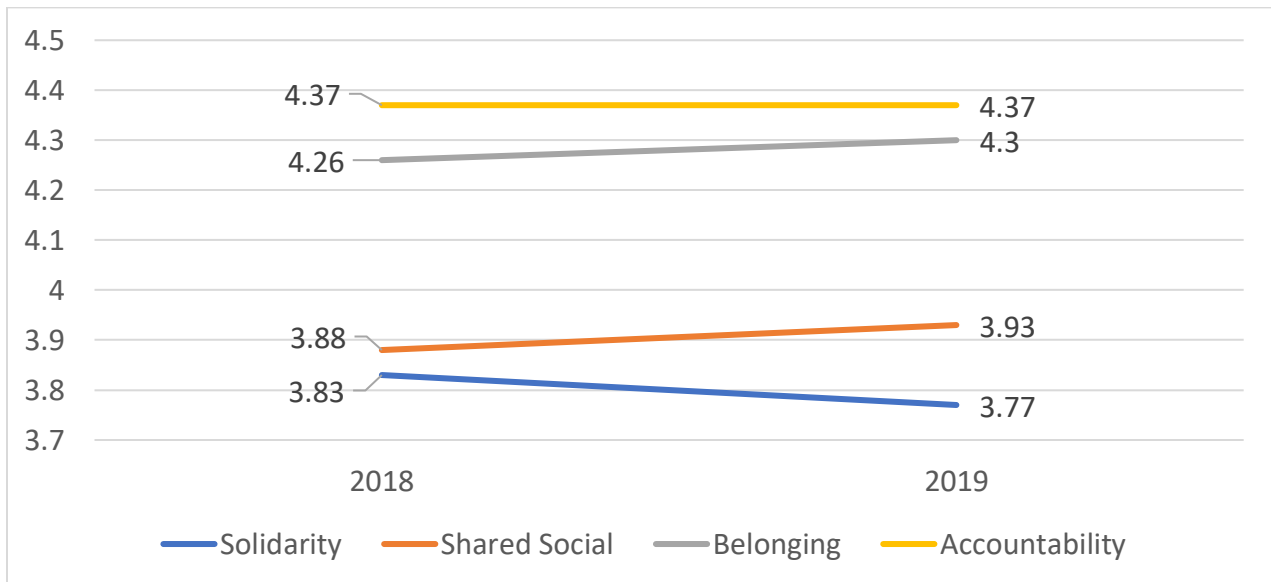


Table 3. Brotherhood Over Time



Commitment and Identification

Sigma Phi Epsilon members are average in terms of their levels of commitment, identification and satisfaction with their fraternity experiences as measured by Net Promoter Score (NPS). However, the fraternity has seen a significant and positive increase between 2018 and 2019 on both affective and normative commitment, as well as Satisfaction NPS.

Table 4. Commitment and Identification in Comparison to Five National Fraternities

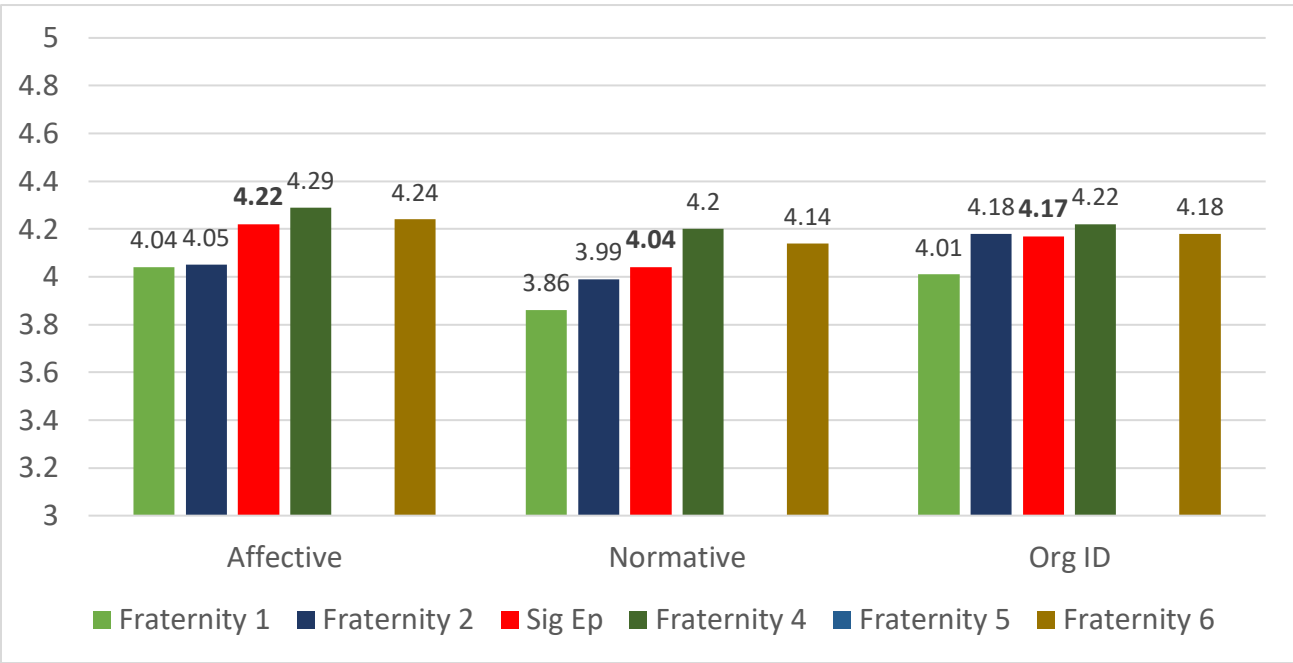


Table 5. Net Promoter Score for Overall Satisfaction in Comparison to Five National Fraternities

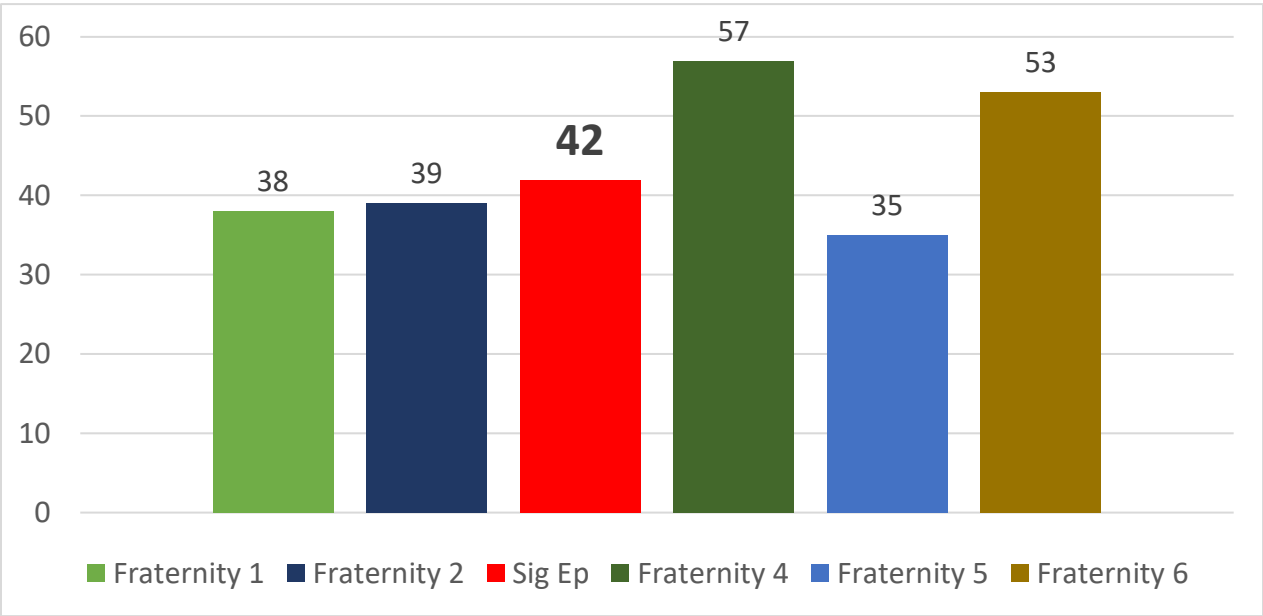


Table 6. Commitment and Identification Over Time

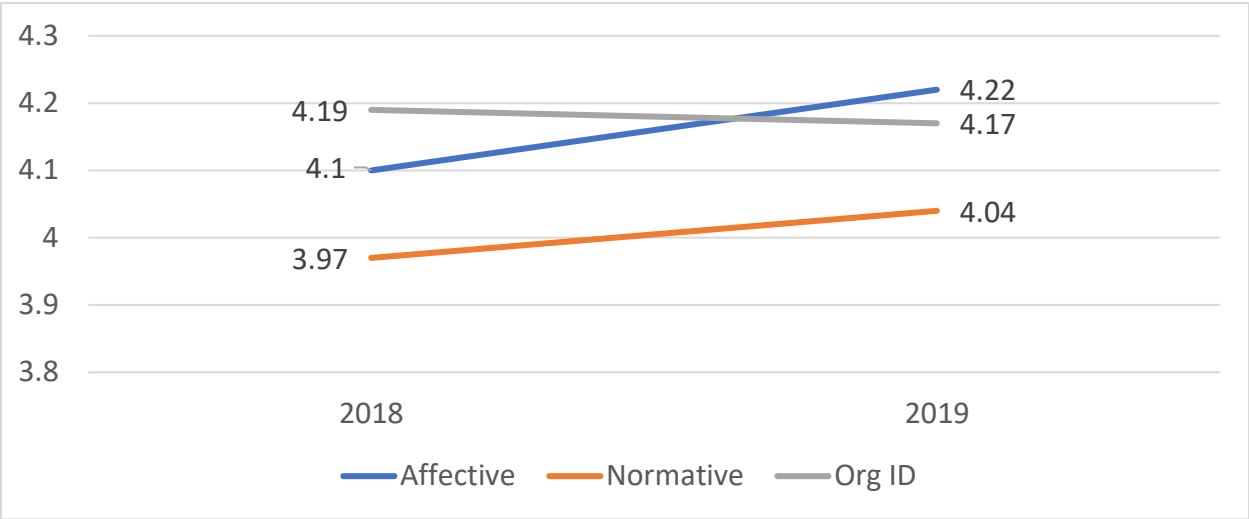
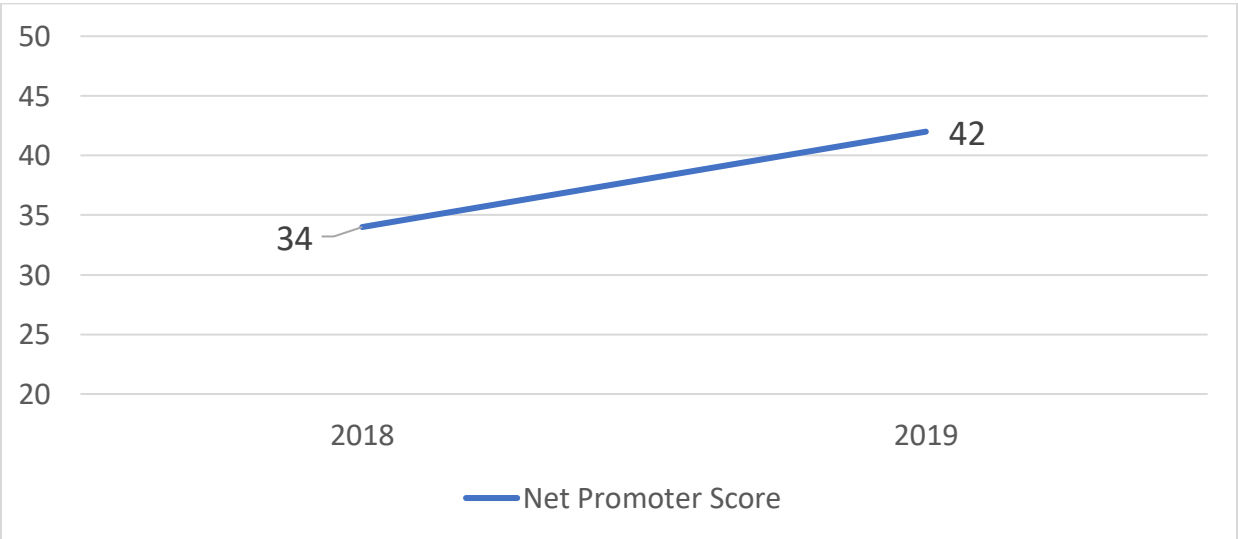


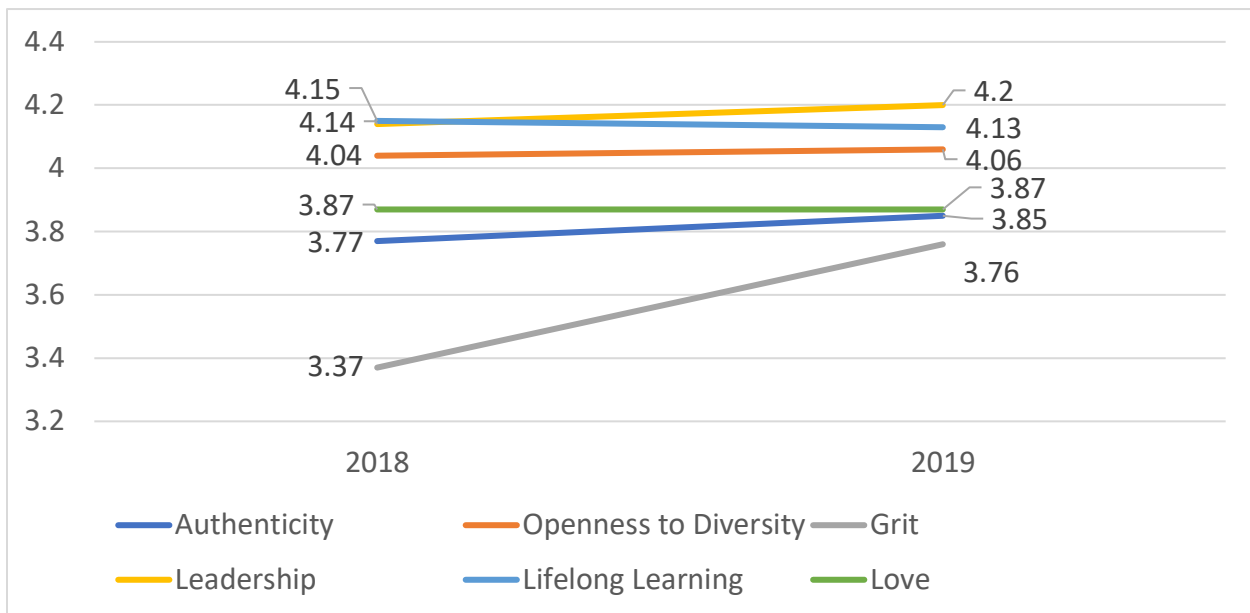
Table 7. Net Promoter Score Over Time



Sigma Phi Epsilon Values/Membership Outcomes

Sig Ep members saw significant increases on a number of the measures connected to Sig Ep’s values and membership outcomes. In particular, there were significant gains on measures of Authenticity, Grit, and Leadership, with slight gains on Openness to Diversity.

Table 8. Sig Ep Values/Outcomes Over Time



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 among the lowest scores on three of the four hazing motivations, including the lowest score on the Loyalty/Commitment motivation and the second-lowest score on the Social Dominance Motivation. The highest score of the six 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. In addition, hazing tolerance and all four hazing motivations have decreased between 2018 and 2019, with the most significant declines happening with Loyalty/Commitment and Social Dominance hazing motivation.

Sig Ep members also report among the lowest levels of alcohol use. Sig Ep members report the lowest levels of binge drinking, and are among the lowest in terms of overall consumption of alcohol (as measured by the US AUDIT-C). Consistent with national trends, Sig Ep members reported significant declines in binge drinking between 2018 and 2019. However, their overall consumption (as measured by the US AUDIT-C) increased slightly between 2018 and 2019.

Sig Ep members also report the lowest Social Status Importance scores, indicating that they are less motivated by achieving social status on their respective campuses compared to their inter-fraternal peers, and scores on this measure decreased significantly between 2018 and 2019.

Table 9. Hazing Motivation in Comparison to Four National Fraternities

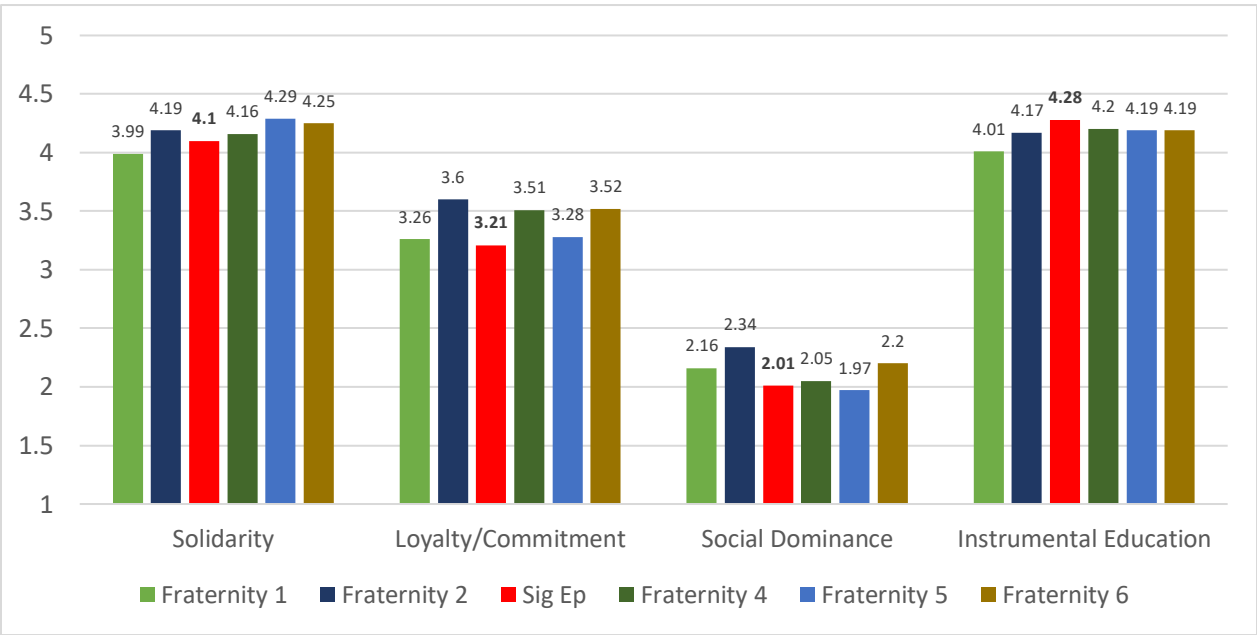


Table 10. Hazing Tolerance in Comparison to Five National Fraternities

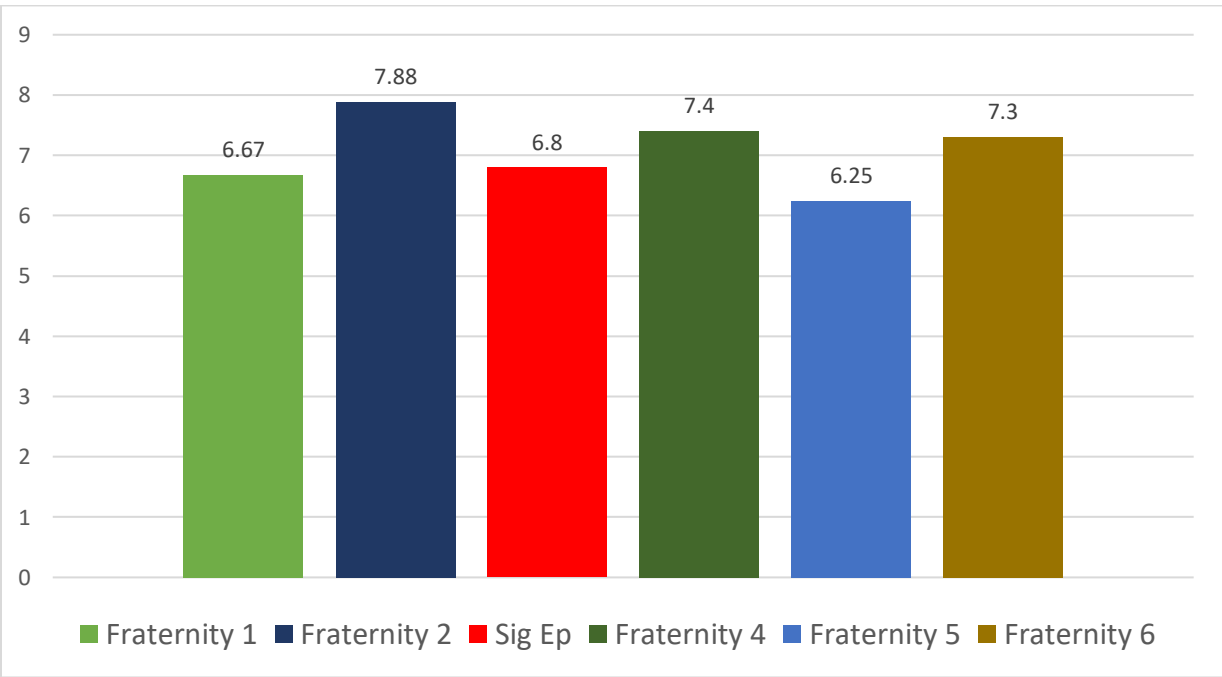


Table 11. Hazing Tolerance Over Time

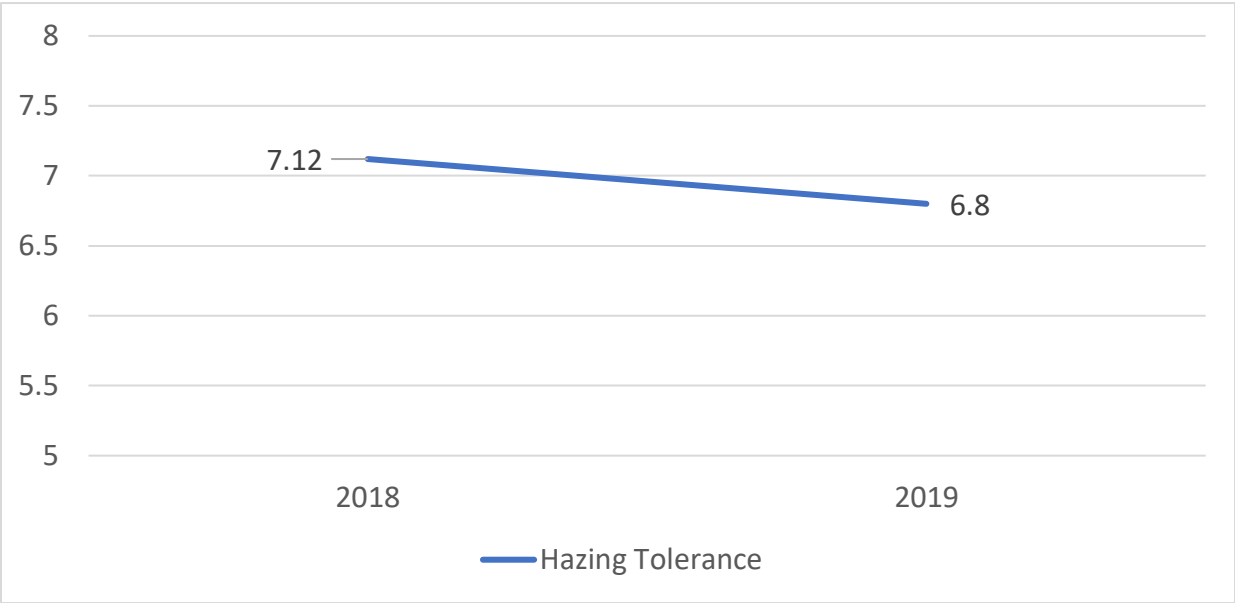


Table 12. Hazing Motivation Over Time

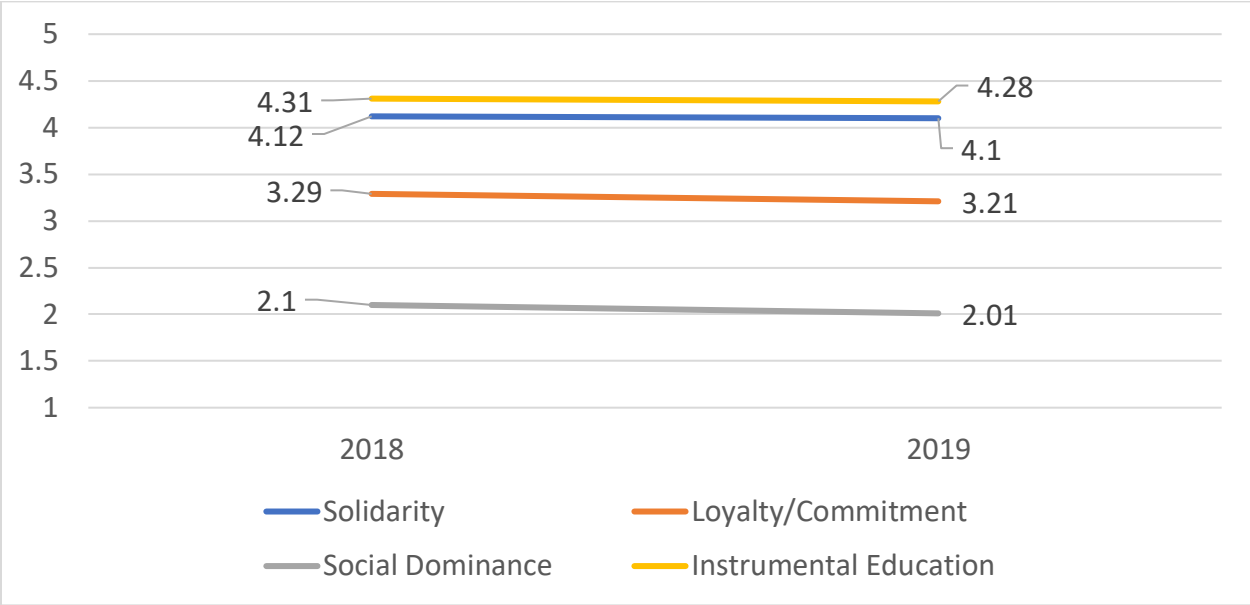


Table 13. Self-Reported Alcohol Consumption in Comparison to Five National Fraternities

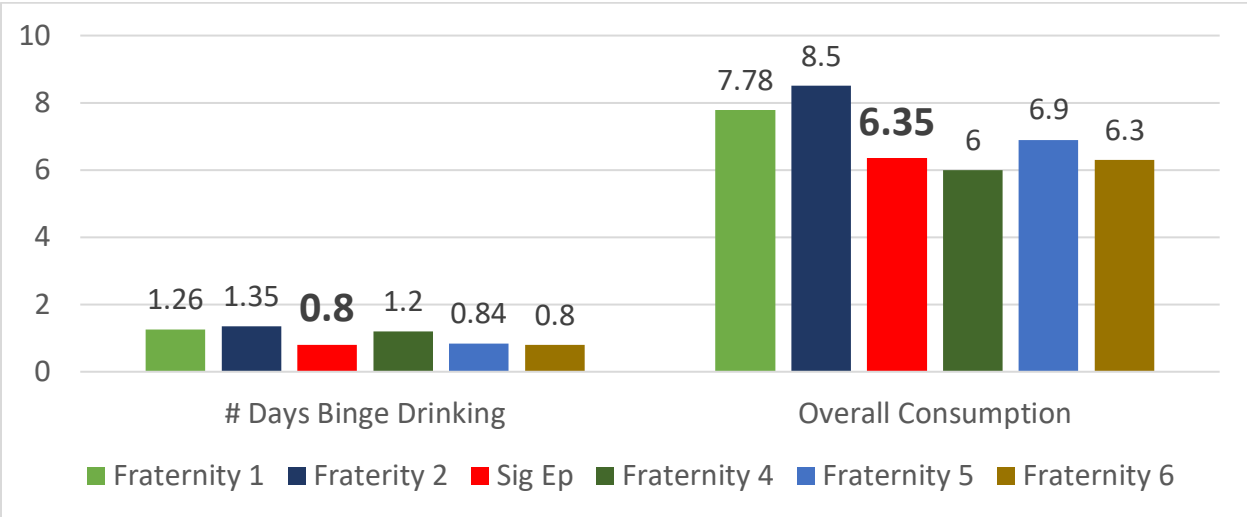


Table 14. Days per Week Binge Drinking Over Time

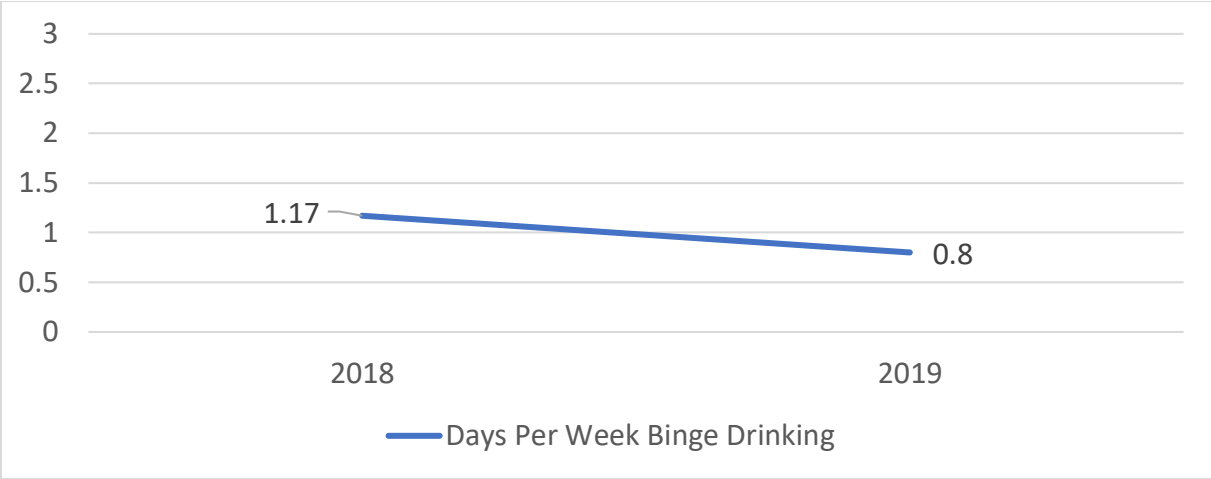


Table 15. Overall Consumption (US-AUDIT-C) Over Time

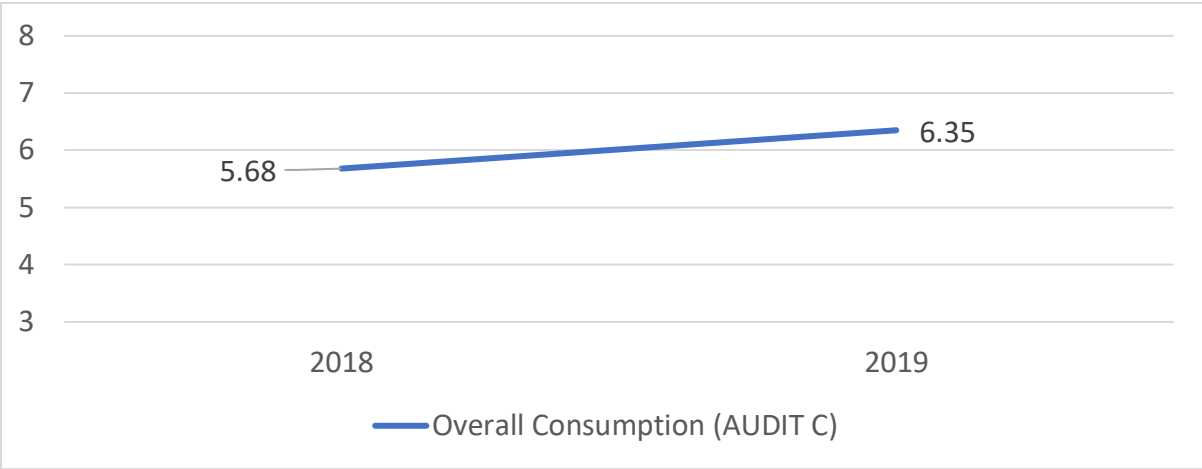


Table 16. Conformity and Importance of Social Status in Comparison to Five National Fraternities

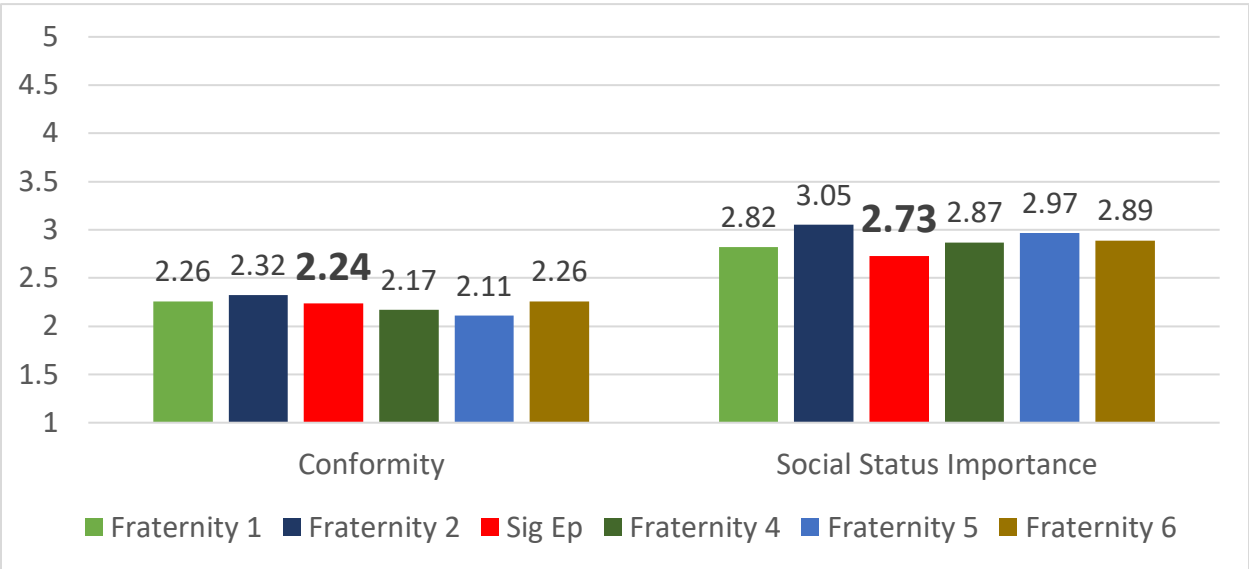
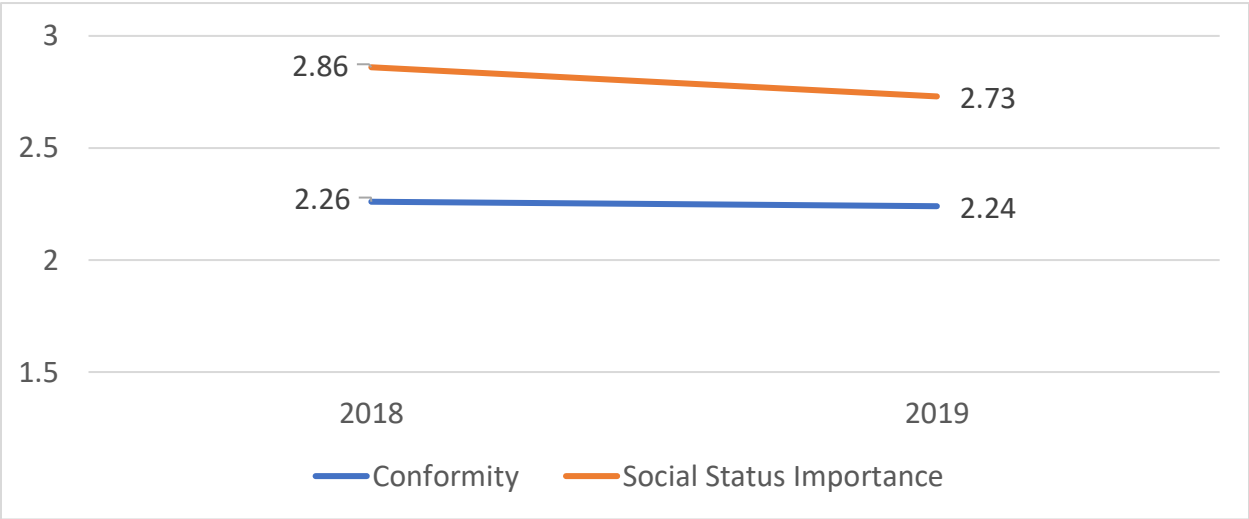


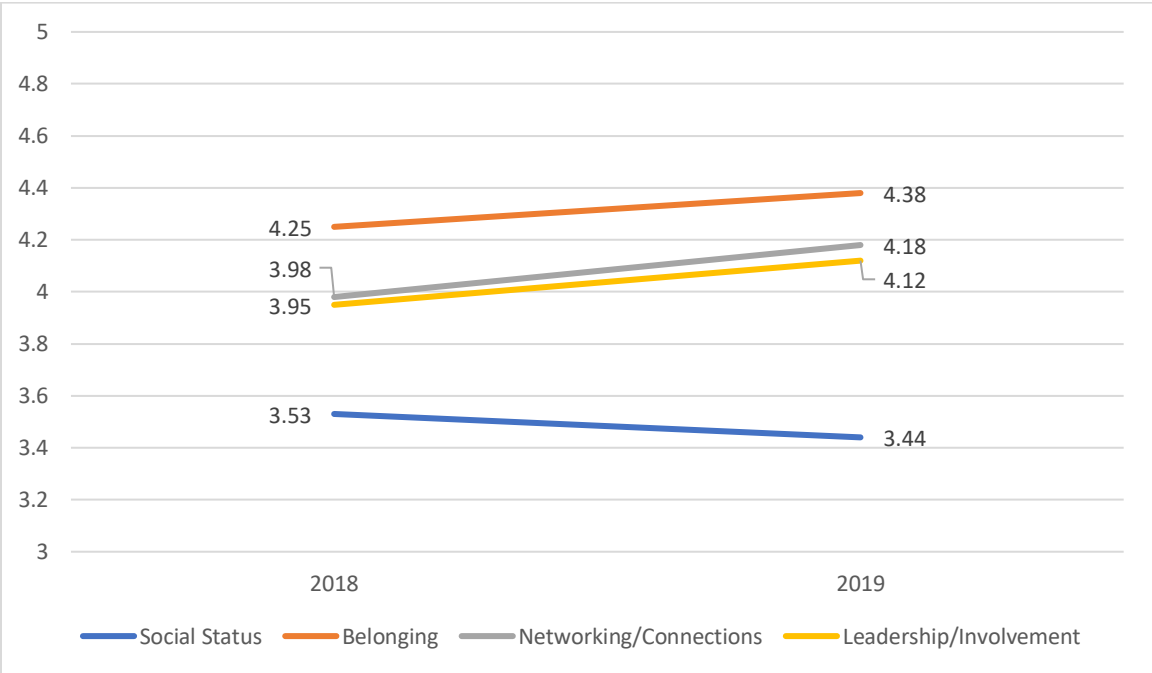
Table 17. Conformity and Social Status Importance Over Time



Motivation to Join

Motivation to Join, while measured for all members, is presented in Table 18 for only freshman members (N=901 in 2018, N=980 in 2019), in order to better understand why students join Sig Ep. Between 2018 and 2019, the three altruistic motivations increased significantly, while the problematic motivation (Social Benefits) decreased significantly.

Table 18. Motivation to Join for Freshman Members Over Time



Recommendations and Next Steps

Based on the analysis of data from Year 2 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.
- **Build Recruitment Training/Structures 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 data in this report suggest that the fraternity's efforts to strategically position Sig Ep chapters on their respective campuses to recruit men interested in more than a social fraternity experience are paying dividends. The fraternity should continue to invest in both training and working at the campus level to promote policies and structures that will allow Sig Ep chapters to recruit from an increasingly diverse pool of prospective members.



Appendix A – Description of All Measures in Study

Measure	Description	Level of Measurement	References	Higher Scores Interpreted As
Hazing Rationale	Measures the four hazing motivations for groups (Solidarity, Social Dominance, Loyalty/Commitment, and Instrumental Education).	Continuous, 5 point: strongly disagree to strongly agree	McCreary and Schutts (In Press)	Negative
Hazing Tolerance	Measures the degree of severity of hazing that members indicate they would personally tolerate within their organization	Continuous, 14 point: Minor acts of hazing, escalating to severe acts of hazing	McCreary (2012), Adapted from the work of Ellsworth (2006)	Negative
Organizational Commitment	The degree of psychological attachment a person feels to the organization. Includes Affective (emotional commitment) and Normative (obligatory commitment) scales	Continuous, 5 point: strongly disagree to strongly agree	Meyer and Allen (1991)	Positive
Organizational Identification	The degree to which the organization is a major part of a person's social identity	Continuous, 5 point: strongly disagree to strongly agree	Edwards and Peccei (2007)	Positive
Importance of Social Status	The extent to which an individual places value on the social status they receive from membership in the organization	Continuous, 5 point: strongly disagree to strongly agree	McCreary (Manuscript Under Development)	Negative
Unethical Pro-Organizational Behavior	The willingness to perform unethical acts because of a belief that that action will benefit	Continuous, 7 point: strongly disagree to strongly agree	Umphress, Bingham, and Mitchell (2010)	Negative

	the organization in some way			
Fraternal Brotherhood/Sisterhood Questionnaire	The ways that members define and conceptualize brotherhood/sisterhood	Continuous, 5 point (strongly disagree to strongly agree)	Several manuscripts by Cohen, McCreary and Schutts (2015, 2017, 2018)	Solidarity and Shared Social Sub-Scales – Negative All other Sub-Scales - Positive
Alcohol Consumption Behaviors	Composite scale consisting of three subscales measuring frequency of binge drinking, average number of drinks per drinking episode, and pre-college drinking rates	Continuous, 21 point, cumulative of three separate 7 point subscales in which higher numbers represent more frequent consumption.	AUDIT-C Measure – Public Domain	Negative
Moral Disengagement Scale	The extent to which one might fail to self-regulate moral decision-making, disengaging from their moral selves and rationalizing behavior they would otherwise deem objectionable	Continuous, 5 point (strongly disagree to strongly agree)	Detert et al (2008)	Negative
Authenticity Scale	A way of living that corresponds with one’s thoughts and feelings, and involves openness and honesty in one’s outward behavior and communication in relationships.	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Positive
Lifelong Learning Scale	Intellectual curiosity; a willingness to apply past learning to new challenges (learning from mistakes), and an interest in self-discovery	Continuous, 5 point (never to almost always)	McCreary and Schutts (Manuscript Under Development)	Positive

Grit	A positive trait based on one's passion for a particular long-term goal or outcome, coupled with a powerful motivation to achieve said goal or outcome. It is comprised of consistency of interests and perseverance of effort.	Continuous, 5 point (strongly disagree to strongly agree)	Duckworth et al (2007)	Positive
Love	Showing unconditional love, support and encouragement to those you care about, putting the well-being of others above your own, making others feel welcomed and appreciated, and showing concern for the happiness of others	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Positive
Political and Social Involvement	The importance one places on volunteering, promoting racial understanding, and influencing political structures	Continuous, 5 point (strongly disagree to strongly agree)	Pascarella et al (2007)	Positive
Leadership	Using voice to influence others, having confidence to exert influence, creating an environment that enables others to lead, holding one's self to high standards and leading by example	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Positive
Need for Cognition	The extent to which one enjoys cognitively complex activities	Continuous, 5 point (strongly disagree to strongly agree)	Cacioppo (1982)	Positive
Positive Change Self-Efficacy Scale	The extent to which fraternity members believe they are capable of managing change vs. feeling powerless to make changes in their chapter/community	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Positive

Diversity and Inclusion	The extent to which members of the fraternity/sorority community feel that their organizations and community are inclusive environments and open to diversity	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Positive
Motivation to Join	Member motivations related to why they wanted to join a fraternity. Four subscales are Social Benefits, Belonging, Campus Involvement, and Networking & Connections.	Continuous, 5 point (strongly disagree to strongly agree)	McCreary and Schutts (Manuscript Under Development)	Social Benefits Negative All Others Positive