Sigma Phi Epsilon Fraternity

Brotherhood and Membership Outcomes Assessment Executive Summary – Year 3

Report Prepared for Sigma Phi Epsilon by Dyad Strategies, LLC

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Introduction and Overview of Research

In October 2020, Dyad Strategies conducted a membership assessment of the entire Sigma Phi Epsilon undergraduate membership. In all, 4,060 members completed at least significant portions of the survey, representing 37 percent of the total valid undergraduate population. Table 1 lists the demographic information of the students who completed the survey. A more detailed demographics report is provided in Appendix 1.

Members were asked to complete several measures related to brotherhood, affinity (organizational commitment, identity, satisfaction), social culture (hazing attitudes, sexual assault attitudes, and alcohol use), and member outcomes.

Data gathered in this project are contrasted against data gathered from eight other national fraternities (listed anonymously as fraternities 1-9) for benchmarking and comparison purposes. Some key measures are also compared across class year for the overall set of respondents.

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 from 2020 Sample

Class Year	Percentage	Work & Housing Status	Percentage
Freshman	*19.7%*	*Work full or part time*	*49%*
Sophomore	*31%*	*Pays portion of dues*	*79%*
Junior	*27.3%*	*Lives in Chapter House*	*24%*
Senior	*19%*		
5th Year Senior	*2.7%*	**First Gen/Legacy Status**	
		First generation student	*15%*
Race/Ethnicity		*Sig Ep Legacy*	*17%*
White	*77.5%*		
Hispanic/Latino	*7%*	**Leadership Level**	
Asian	*4%*	*General Member*	*60%*
Black/African American	*2.4%*	*Committee Member/Chair*	*18%*
Bi/Multi-Racial	*4.4%*	*Executive Board*	*21%*

Summary of Key Findings

COVID's Most Significant Impacts on Brotherhood, Satisfaction, Alcohol Use – The largest changes between 2019 and 2020 are on all measures of brotherhood, satisfaction, and alcohol use. In general, Sig Ep members feel less connected as a brotherhood, are less satisfied with their fraternity experience, and are drinking more.

Sig Ep Members Drink Less than Their Peers – Despite a post-COVID increase, Sig Ep remains near the bottom of comparison groups on both frequency of binge drinking and overall consumption of alcohol as measured by the AUDIT scale.

Spike in Social Dominance Hazing Motivation – Another post-COVID trend in the data relates to social dominance hazing motivation. While all Fall 2020 groups saw increases in this measure, Sig Ep saw the largest increase. While the reason remains unclear, it is likely that there may be some resentment among upperclassmen that Fall 2020 new members "had it easy," which has triggered spikes in feelings about the importance of new members "earning their place" in the organization.

Declines in Hazing Tolerance – The last three years has seen a steady and significant decline on hazing tolerance. The percentage of members who indicate support of the most extreme forms of hazing has decreased from 15 percent to 10 percent in the last three years.

Brotherhood

Sig Ep maintains one of the more ideal brotherhood profiles among our comparison groups, bosting among the healthiest scores in the Solidarity and Shared Social schema. The biggest area for improvement is Belonging brotherhood, which remains among the lowest in the comparison group.

A longitudinal analysis shows that all measures of brotherhood declined in 2020 – this is consistent with other groups with longitudinal data, and is likely a direct result of the COVID-19 pandemic.

Figure 1: Brotherhood in Comparison to Eight National Fraternities
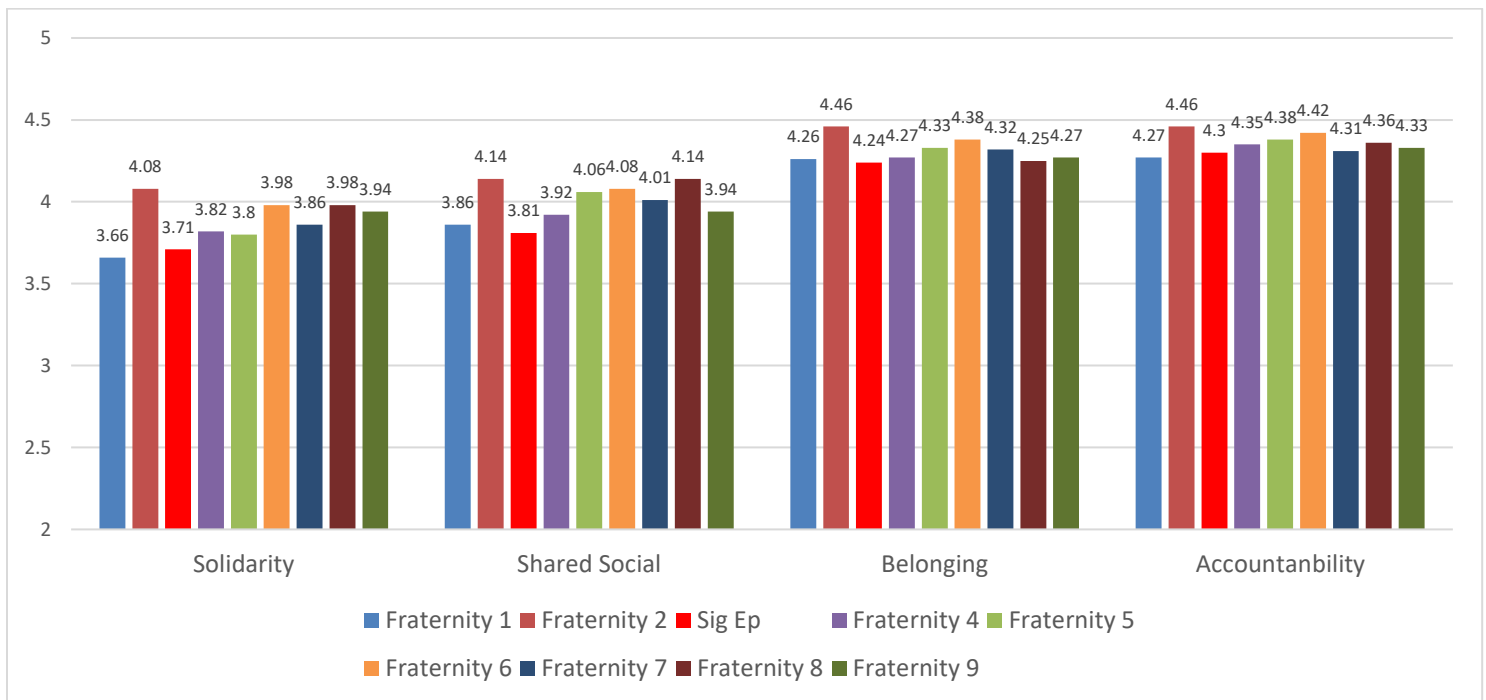
Figure 2: Brotherhood in Sigma Phi Epsilon Over Time
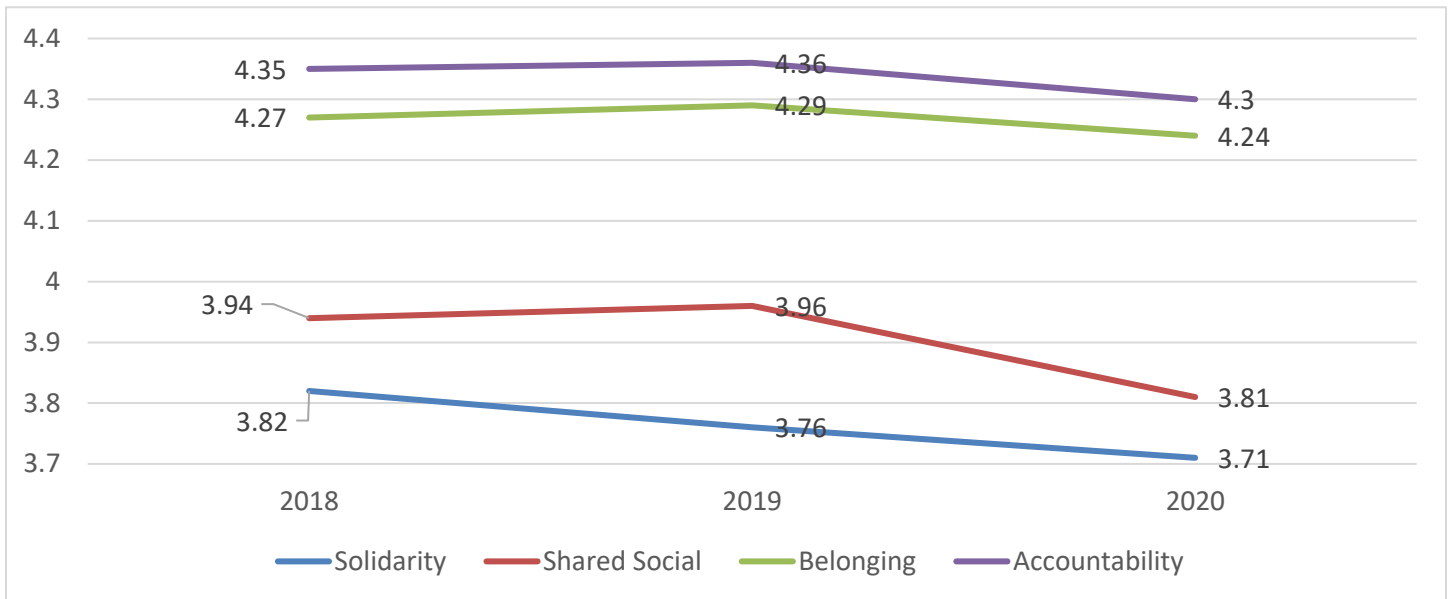
Affinity

Members of Sigma Phi Epsilon are by and large satisfied with their fraternity experience. While comparatively on the lower end of the spectrum, research shows that an NPS over 30 is evidence of a satisfied customer base. Similar to other groups, SIG EP saw a significant decline in NPS in 2020. Again, this is largely attributable to the COVID 19 pandemic.

Figure 3: Net Promoter Score for Overall Satisfaction in Comparison to Six National Fraternities
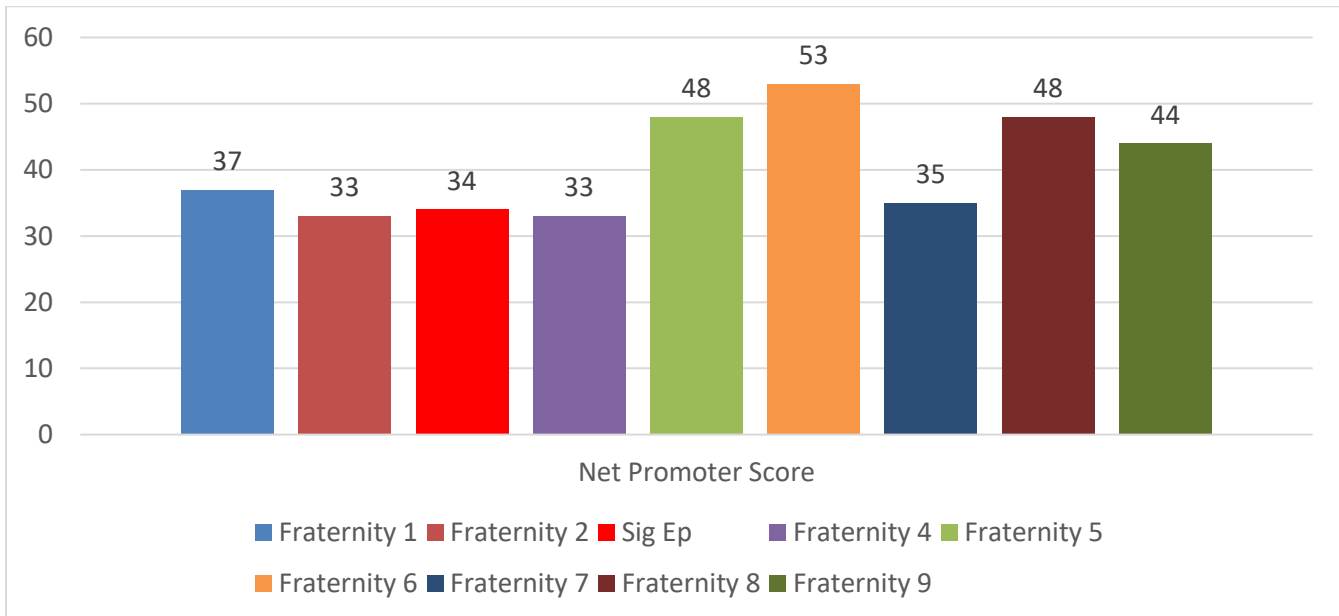
Figure 4. Satisfaction NPS Over Time
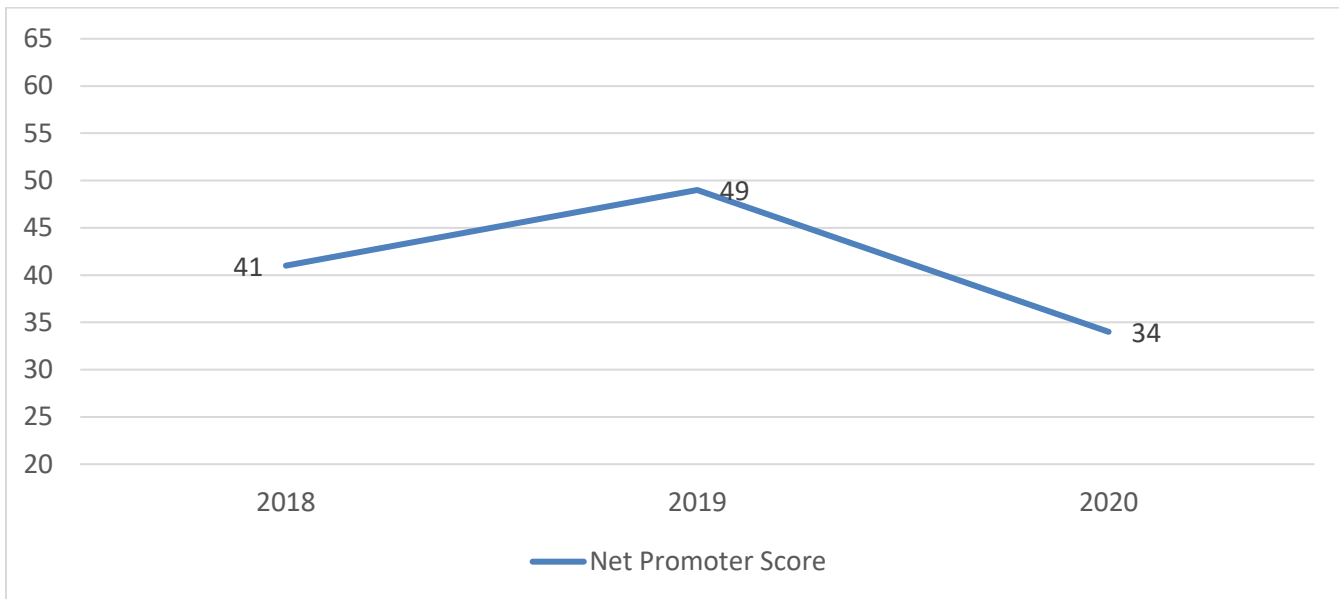
Alcohol, Social Culture and Hazing

Sigma Phi Epsilon members report among the lowest levels of binge drinking and overall alcohol consumption among our comparison fraternities. However, all measures of alcohol use have increased significantly in the last year, a consistent trend likely associated with the COVID pandemic. Among fraternities gathering data in Fall of 2020, Sig Ep saw the smallest increases in alcohol use. Sig Ep also saw a significant increase in Social Status Importance.

Three of the four measures of hazing motivation have remained low over the last three years. However, Social Dominance motivation spiked significantly in 2020. This trend is consistent with other groups as a clear post-COVID trend and should be monitored.

Hazing tolerance decreased in the last year, and remains among the lowest of the comparison groups.

Figure 5. Alcohol Use and Social Culture in Comparison to Eight National Fraternities
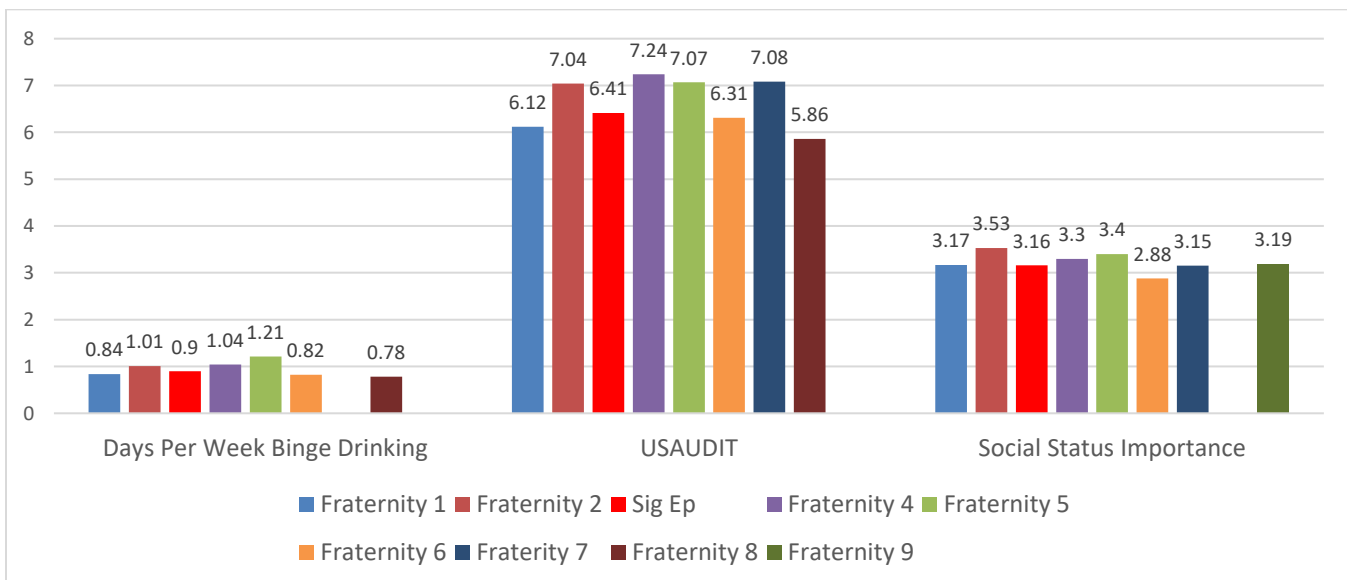
Figure 6. Days Per Week Binge Drinking Over Time

Chart showing "Days Per Week Binge Drinking" with values: 2018 = 1.24, 2019 = 0.81, 2020 = 0.9. Y-axis from 0 to 1.5.
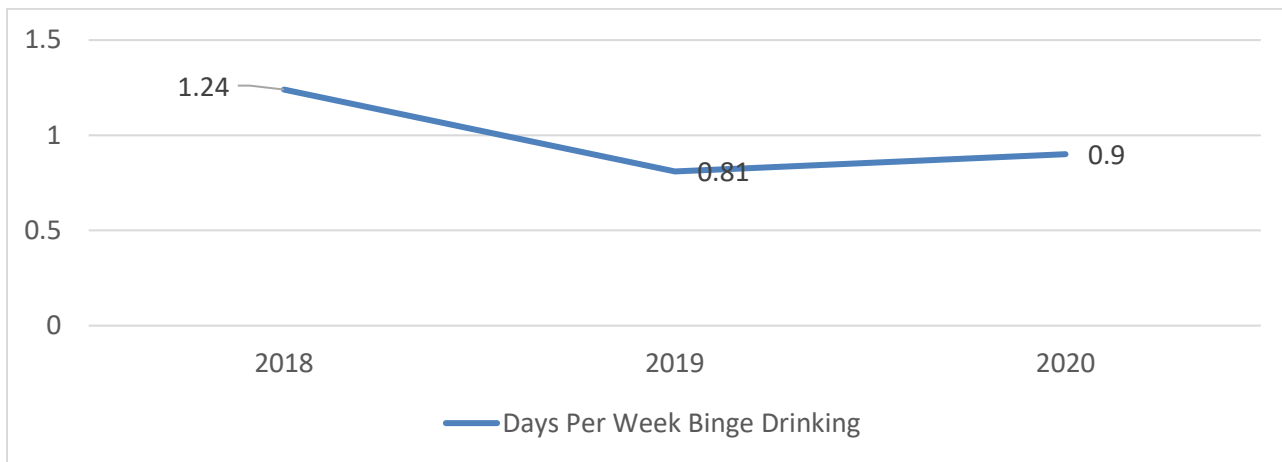
Figure 7. Overall Consumption (AUDIT-C) Over Time

Chart showing "Overall Consumption (AUDIT C)" with values: 2018 = 5.75, 2019 = 6.3, 2020 = 6.41. Y-axis from 5 to 7.5.
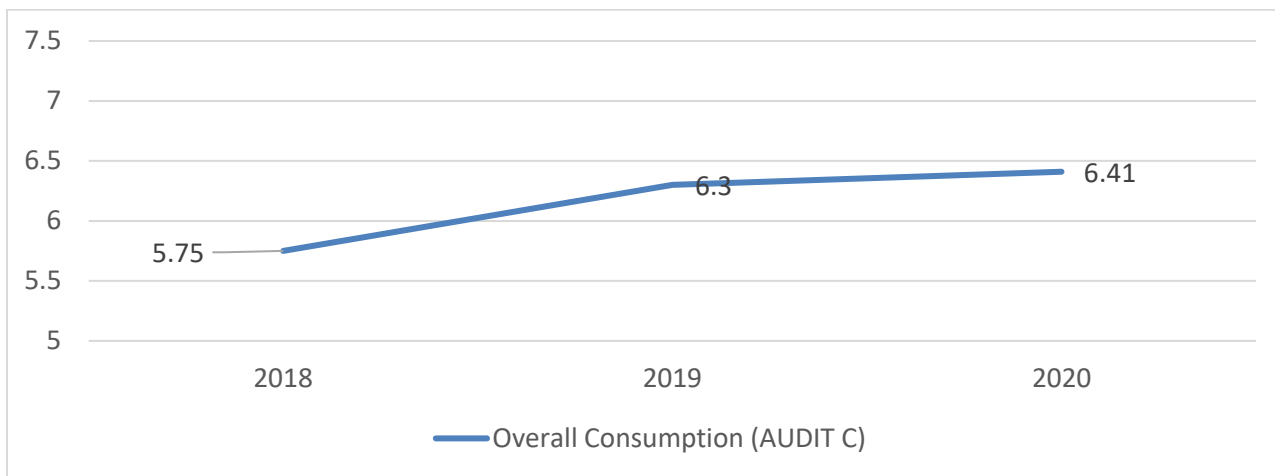
Figure 8. Social Status Importance Over Time

Chart showing "Social Status Importance" with values: 2018 = 2.9, 2019 = 2.79, 2020 = 3.5. Y-axis from 1 to 5.
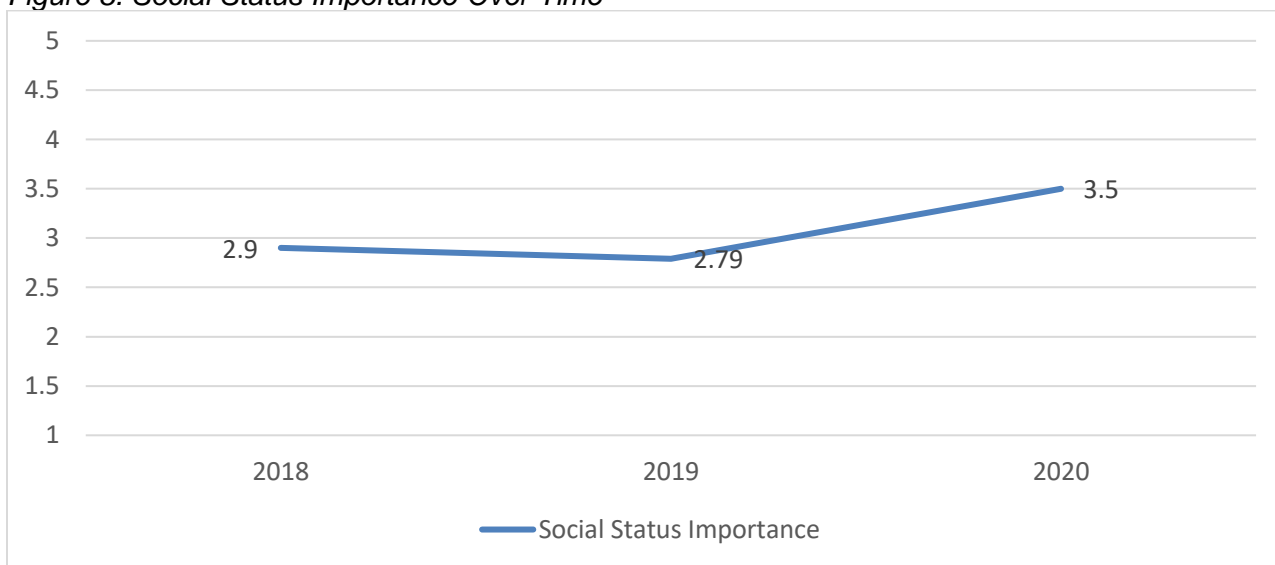
Figure 9: Hazing Motivation in Comparison to Eight National Fraternities
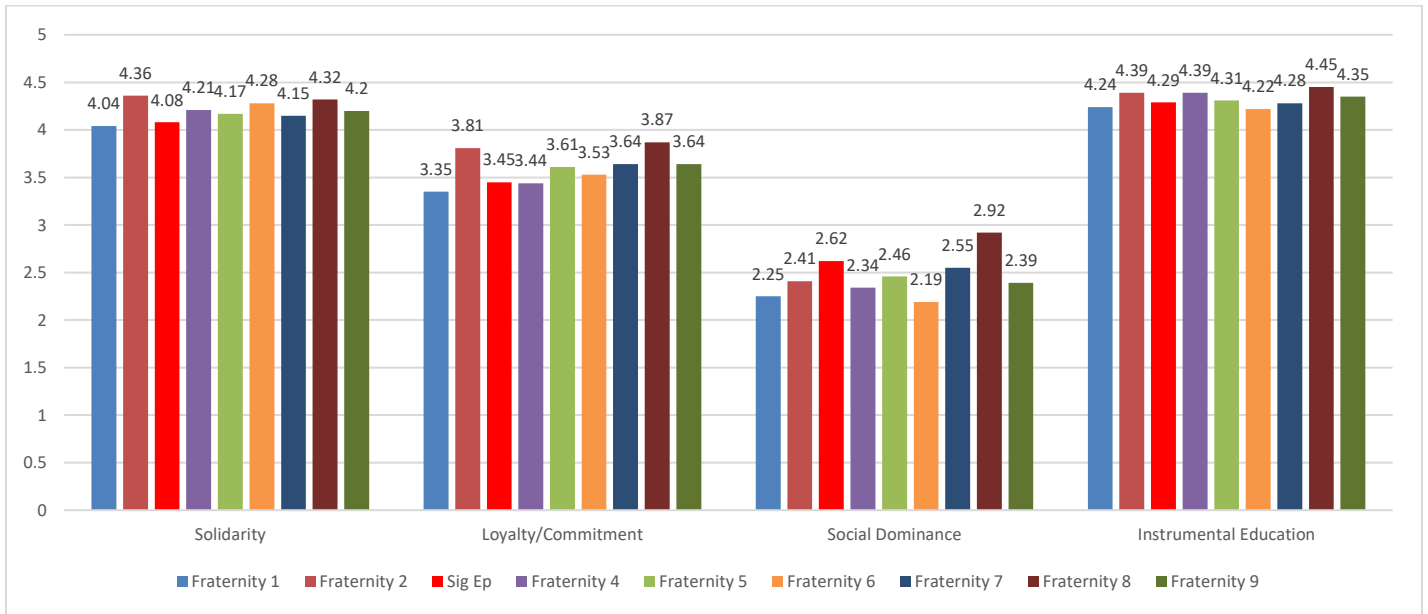
Figure 10. Hazing Motivation Over Time
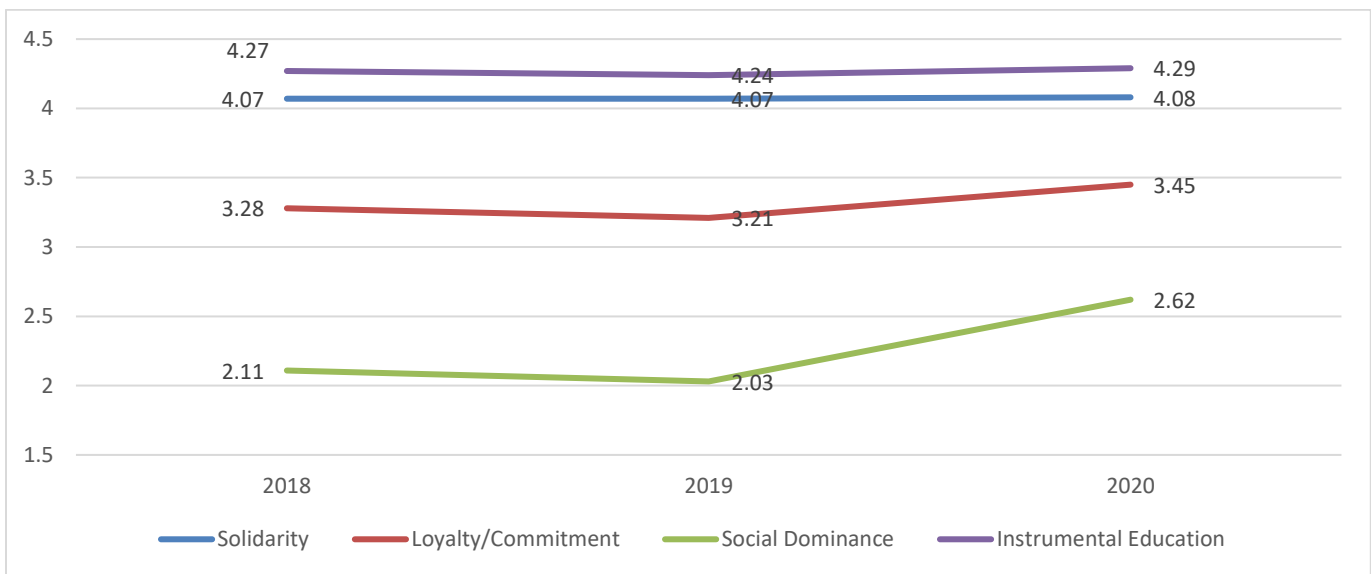
Figure 11: Hazing Tolerance in Comparison to Eight National Fraternities (Expressed as Percentage of Membership Who Scored a 14 [the highest possible score] on Hazing Tolerance Measure)
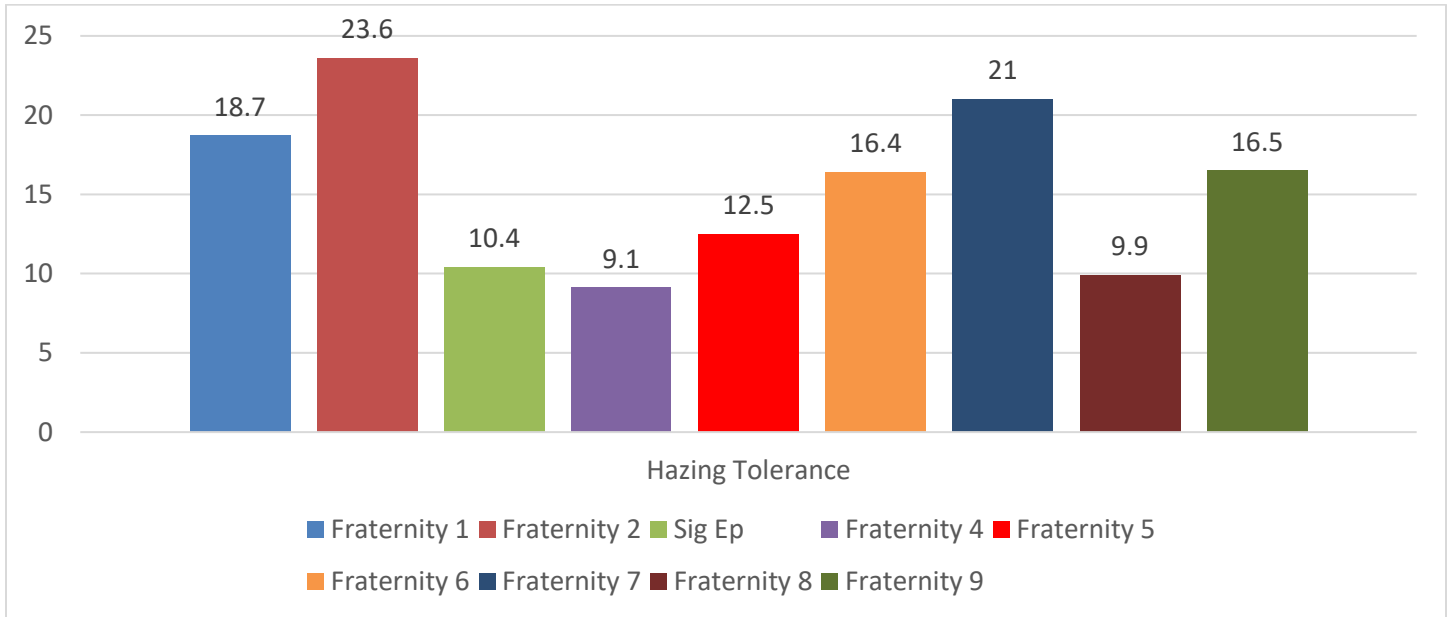
Figure 11. Hazing Tolerance Over Time
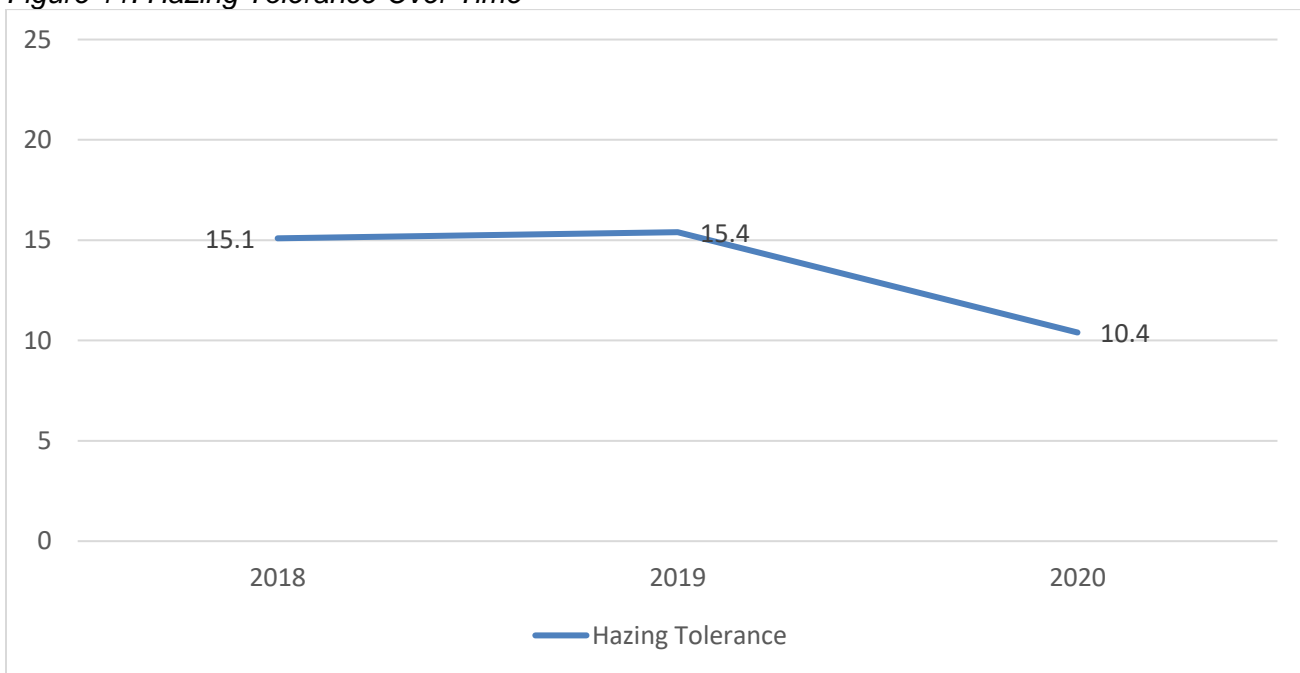
Sexual Assault

As not all of our national clients measure member attitudes around sexual assault, Sigma Phi Epsilon data related to sexual assault attitudes are compared to a composite average instead of data from individual organizations. This analysis shows that Sig Ep members measure near the national mean on all three of the problematic sexual assault attitudes (Minimization, Victim Blaming and Solidarity) and significantly higher than national averages on thethe altruistic attitude of survivor support.

Figure 12. Sexual Assault Attitudes Compared to Composite Fraternity Average
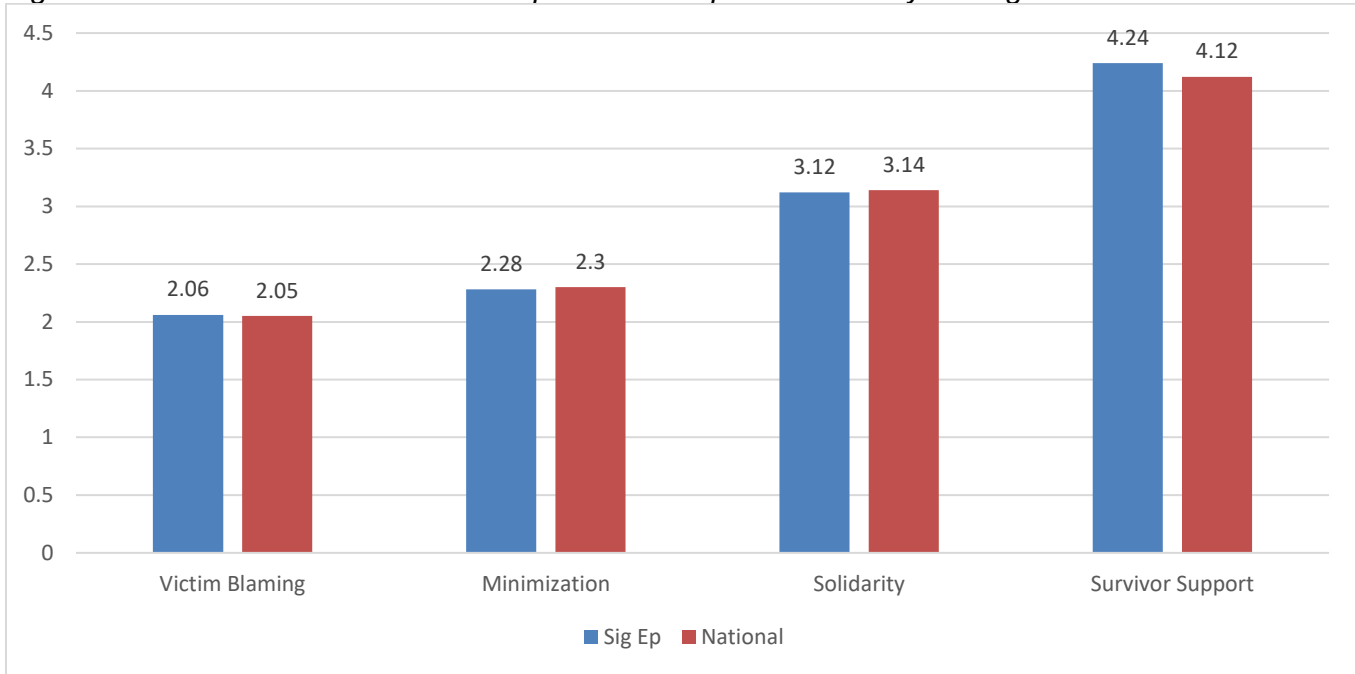
Membership Outcomes

Sigma Phi Epsilon Membership outcomes have remained steady over the last three years, with the exception of Grit, which increased significantly in 2019 and remained high in 2020.

Figure 13: Member Outcomes in Sigma Phi Epsilon by Class Year
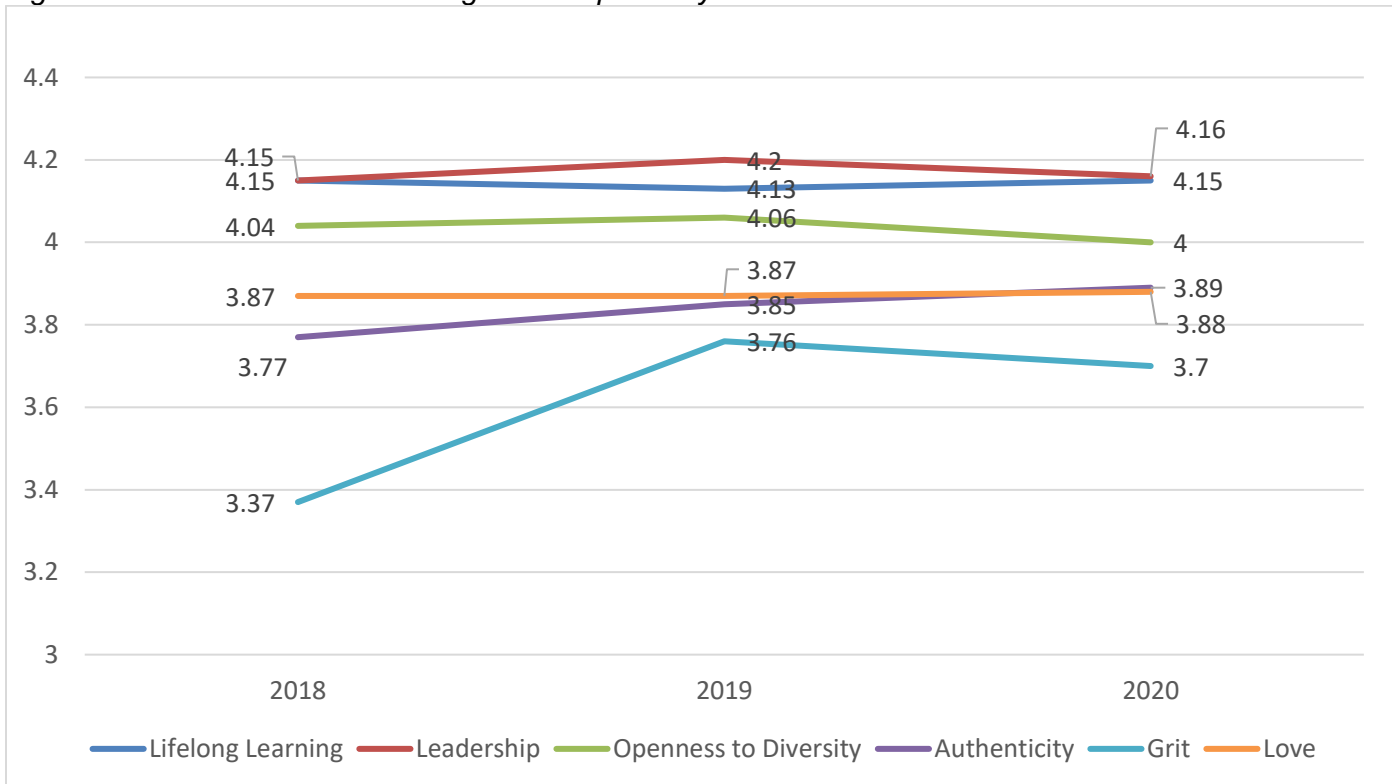
Appendix 1 – Description of All Measures in Study

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, 18 point, cumulative of three separate 6 point subscales in which higher numbers represent more frequent consumption.	AUDIT-C Measure – Public Domain	Negative
Lifelong Learning	Intellectual curiosity; a willingness to apply past learning to new challenges (learning from mistakes), and an interest in self-discovery	Continuous, 5 point: strongly disagree to strongly agree	Dyad Strategies (2016)	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	Adapted by Dyad Strategies (2018) from the work of Kouzes and Posner (2002)	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, Peterson, Matthews and Kelly (2007)	Positive
Openness to Diversity	One's interest in exploring diversity in culture, ethnicity, perspectives, values, and ideas.	Continuous, 5 point (strongly disagree to strongly agree)	Kuh et al (2003)	Positive
Authenticity	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)	Dyad Strategies (2017), Inspired by the work of White, N. (2011)	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)	Dyad Strategies (2018)	Positive

Appendix 2

Demographics Report Sigma Phi Epsilon - 2020 Membership Survey

1. Please describe the CURRENT level of leadership responsibility you hold in your chapter.

21% Executive board

18% Committee chair
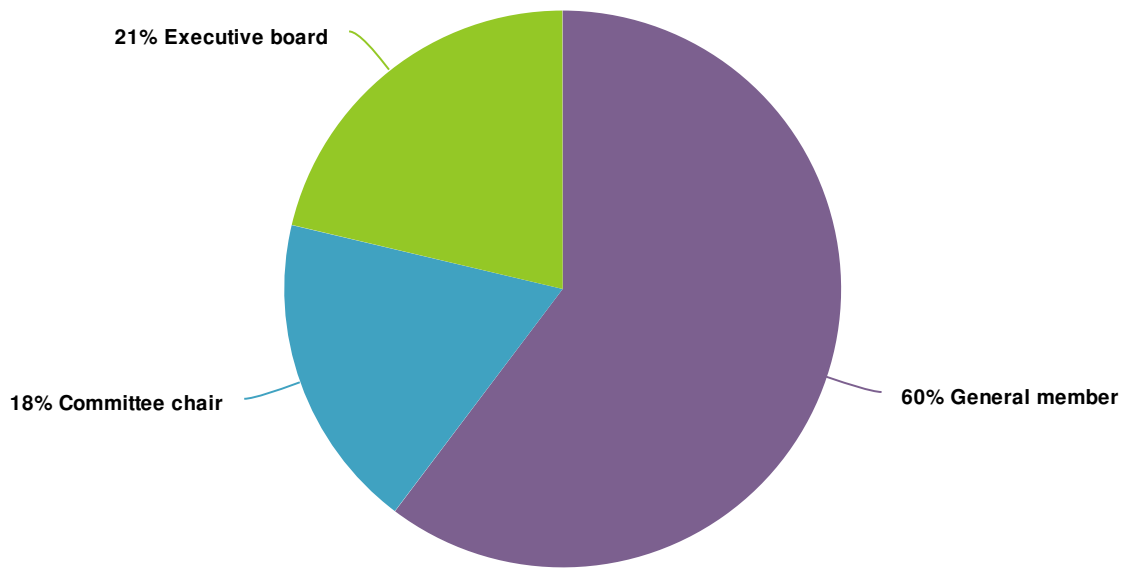
60% General member

Value		Percent	Responses
General member		60.3%	2,447
Committee chair		18.4%	747
Executive board		21.3%	865

Totals: **4,059**

2. Please describe the HIGHEST level of leadership responsibility you have ever held in your chapter.

29% Executive board

50% General member
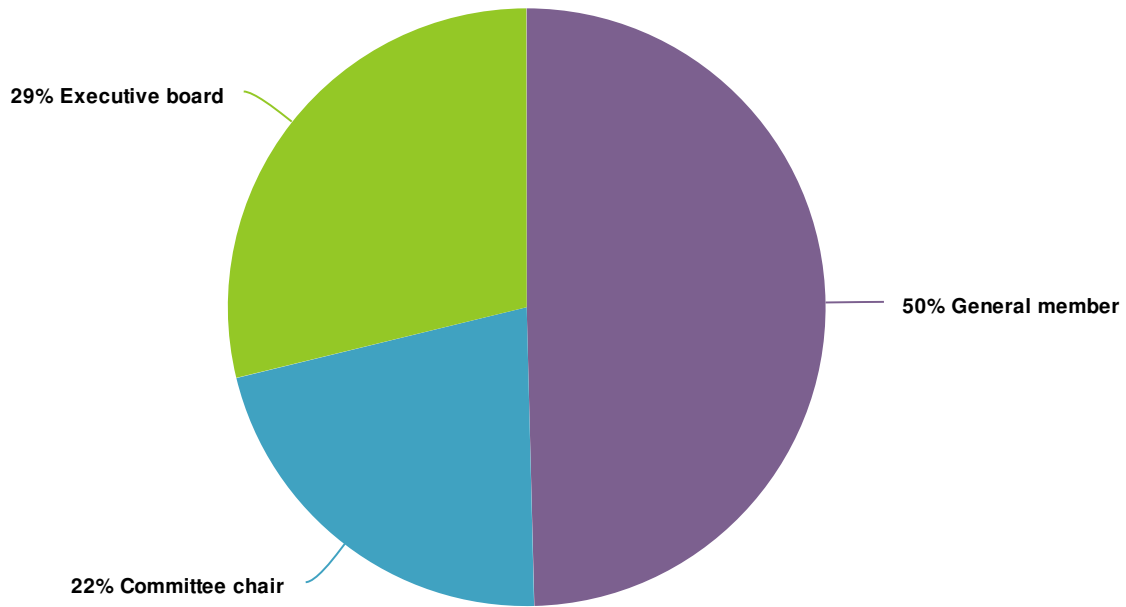
22% Committee chair

Value		Percent	Responses
General member		49.6%	2,011
Committee chair		21.6%	876
Executive board		28.8%	1,169

Totals: 4,056

3. What is your classification in school?

Value		Percent	Responses
Freshman		19.7%	801
Sophomore		30.9%	1,256
Junior		27.3%	1,107
Senior		19.0%	770
5th Year		2.7%	108
Graduate Student		0.4%	18

Totals: 4,060

4. In addition to being a student, do you also work (in a paid job and/or work study)?
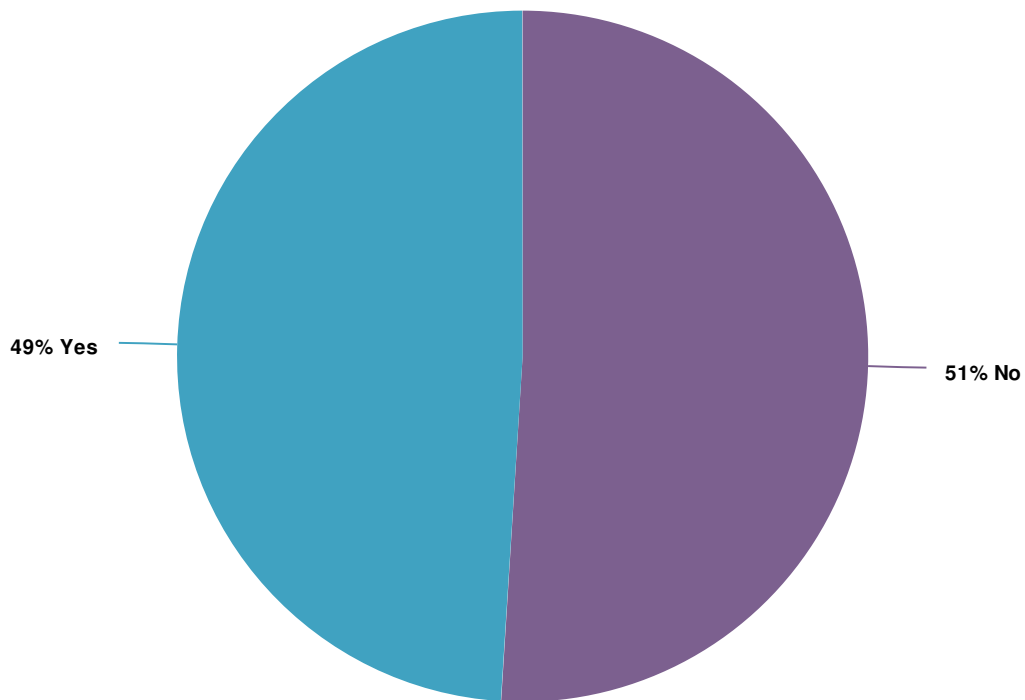
Value		Percent	Responses
No		51.0%	2,060
Yes		49.0%	1,982

Totals: 4,042

5. On average, how many hours per week do you work?

5% Full time, 40+ hours per week

16% Occasionally, 1-5 hours per week

21% Not quite full time, 21-39 hours per week

58% Part time, 6-20 hours per week
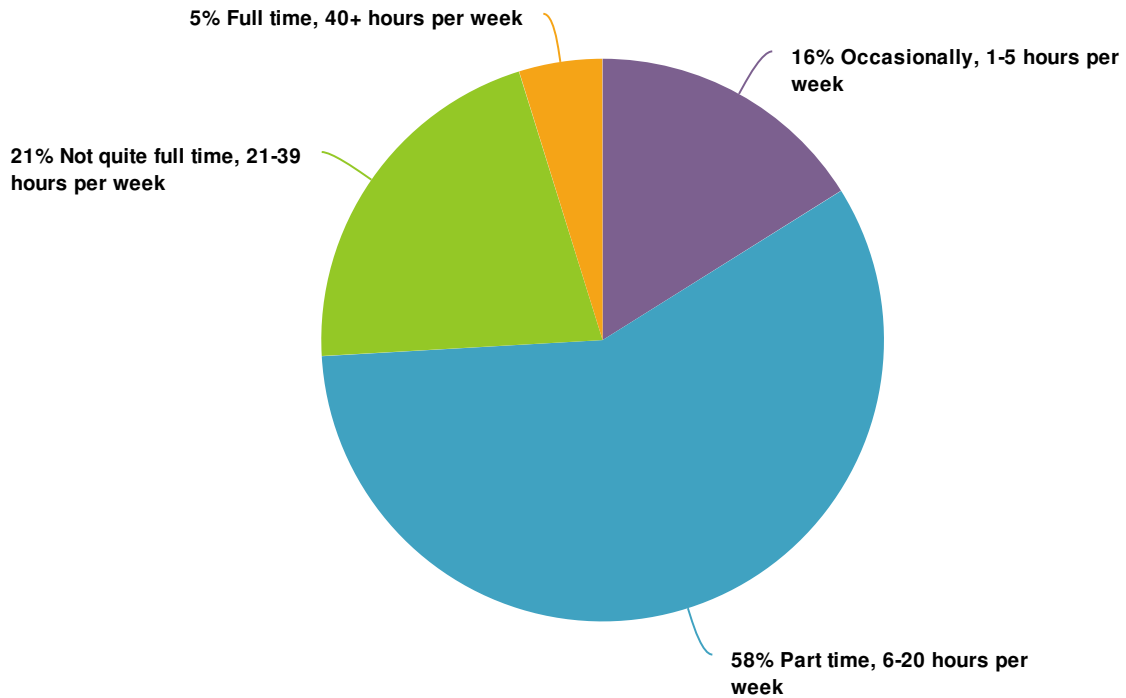
Value		Percent	Responses
Occasionally, 1-5 hours per week		16.1%	316
Part time, 6-20 hours per week		58.0%	1,141
Not quite full time, 21-39 hours per week		21.1%	416
Full time, 40+ hours per week		4.8%	95

Totals: 1,968

6. Where do you live during the school year?

Value		Percent	Responses
Chapter house / lodge		24.0%	971
Residence Hall		23.4%	947
Apartment off campus		43.7%	1,768
With family off campus		8.9%	362

Totals: **4,048**

7. What is your political leaning?
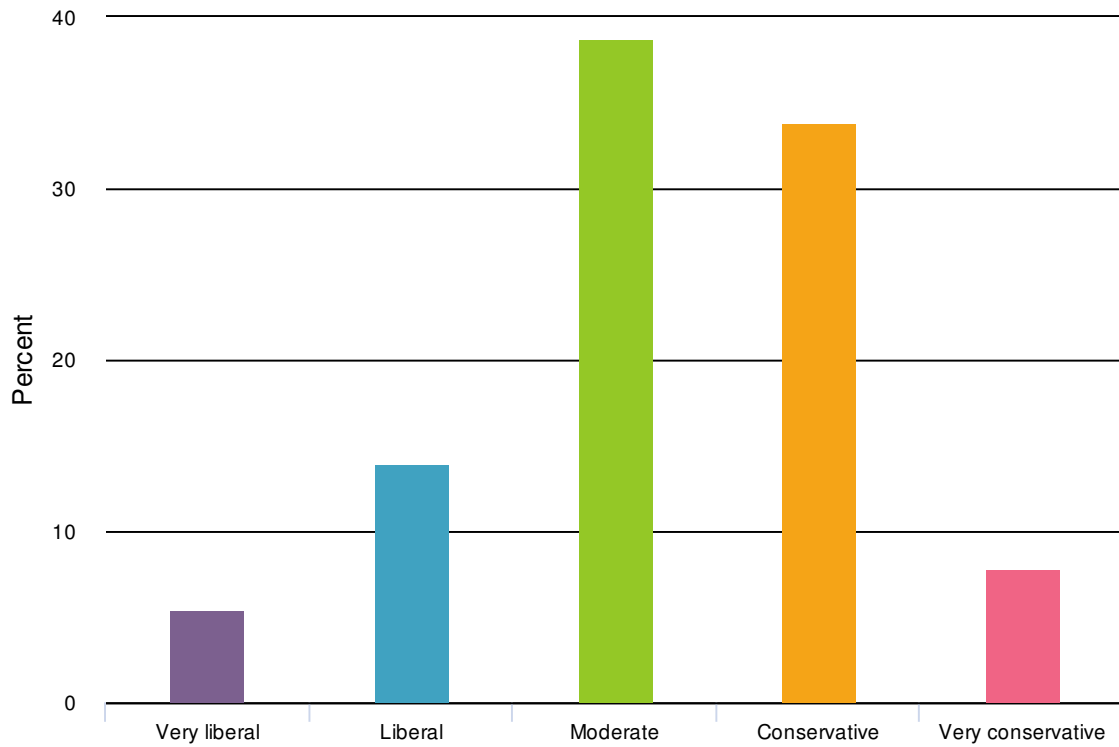
Value		Percent	Responses
Very liberal		5.5%	222
Liberal		14.0%	563
Moderate		38.8%	1,559
Conservative		33.9%	1,364
Very conservative		7.8%	315

Totals: 4,023

Statistics

Average	0.2

8. What are your sources of funding for your college education (select all that apply)?
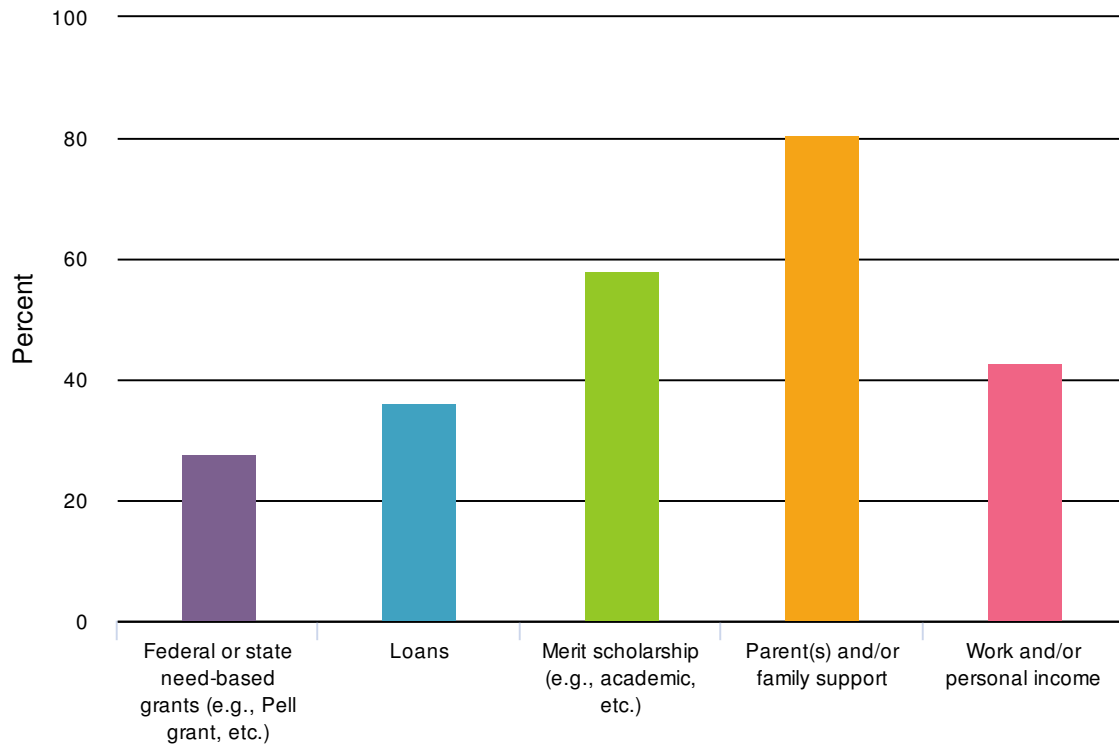
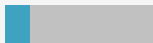| Value		Percent	Responses
Federal or state need-based grants (e.g., Pell grant, etc.)		27.8%	1,120
Loans		36.2%	1,457
Merit scholarship (e.g., academic, etc.)		58.2%	2,345
Parent(s) and/or family support		80.7%	3,250
Work and/or personal income		42.9%	1,727

9. What is the PRIMARY source of funding for your college education?
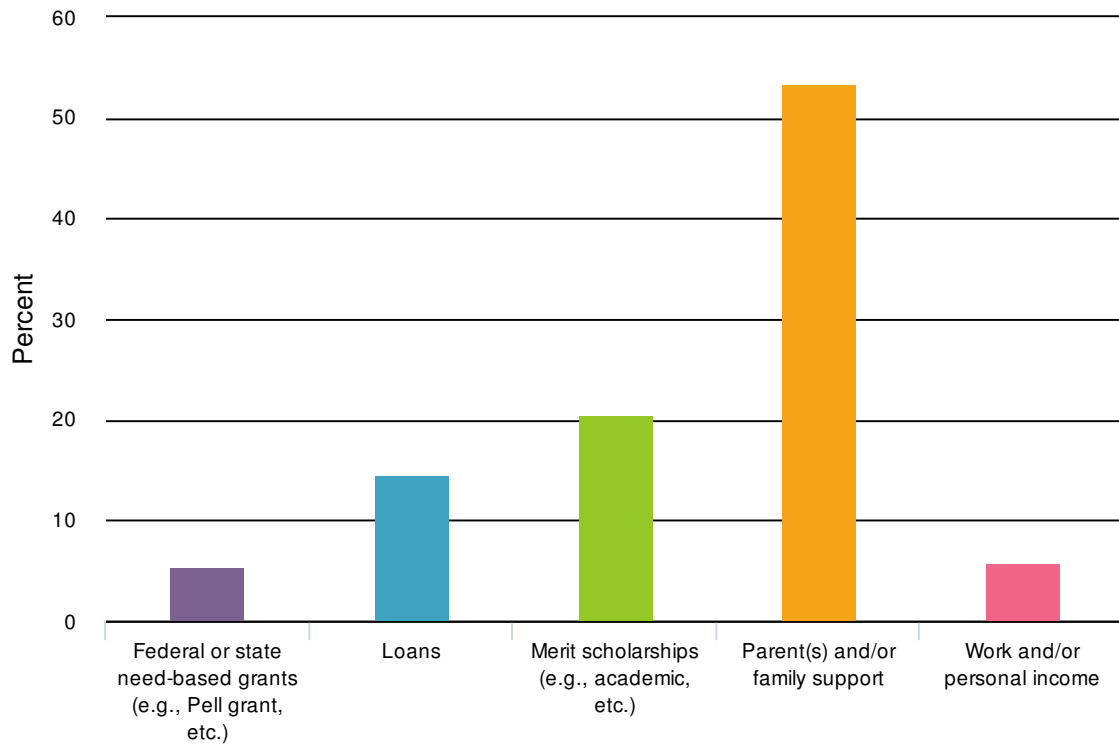
Value		Percent	Responses
Federal or state need-based grants (e.g., Pell grant, etc.)		5.4%	219
Loans		14.6%	588
Merit scholarships (e.g., academic, etc.)		20.6%	829
Parent(s) and/or family support		53.5%	2,157
Work and/or personal income		5.9%	236

Totals: 4,029

10. Are any of your relatives also members of [contact('organization')]?

17% Yes

83% No
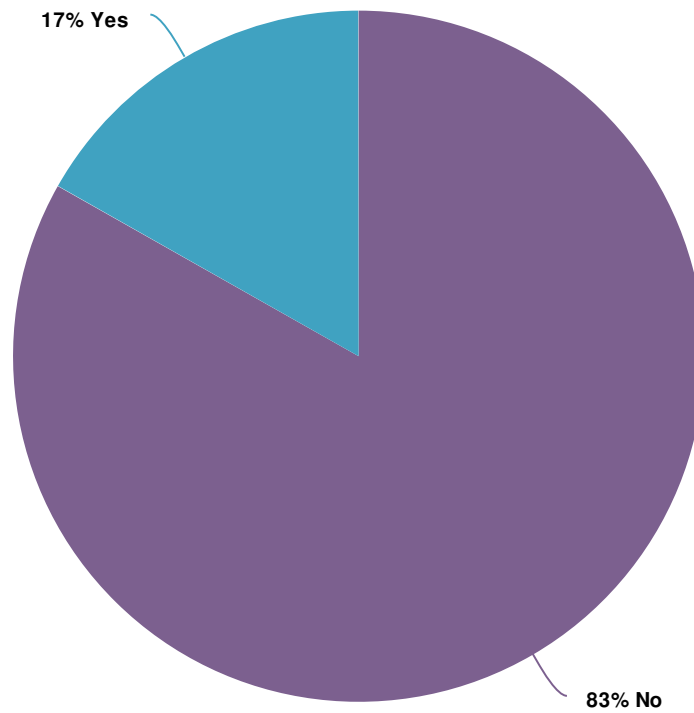
Value		Percent	Responses
No		83.2%	3,364
Yes		16.8%	681

Totals: 4,045

11. Did either of your parents go to college?
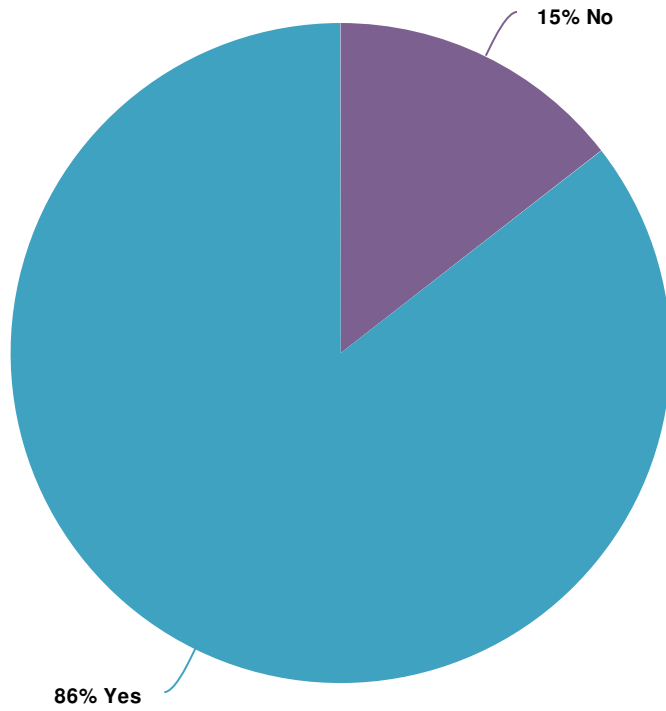
Value		Percent	Responses
No		14.5%	588
Yes		85.5%	3,455

Totals: 4,043

12. What best describes how you pay your dues?

22% Someone else pays all of my dues.

58% I pay for all of my dues.

21% I pay for some of my dues, and others also help me.
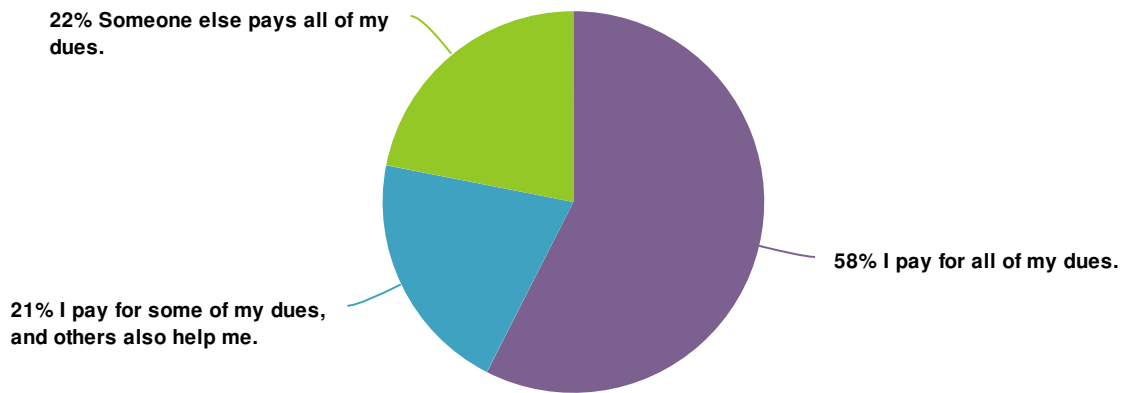
Value		Percent	Responses
I pay for all of my dues.		57.5%	2,327
I pay for some of my dues, and others also help me.		20.6%	833
Someone else pays all of my dues.		21.9%	885

Totals: 4,045

13. What is your racial or ethnic identity?

Value		Percent	Responses
American Indian/First Nation		0.9%	36
Asian/Pacific Islander		4.0%	160
Black/African American		2.4%	96
Hispanic/Latinx		7.0%	282
Indian		1.1%	43
Middle Eastern/North African		0.7%	29
White		77.5%	3,137
Two or More Races		4.4%	179
Prefer not to Answer		1.4%	55
Race or Ethnicity Unknown		0.1%	5
Other		0.6%	24

Totals: **4,046**