



Sigma Phi Epsilon Fraternity

Brotherhood and Membership Outcomes Assessment Executive Summary – Year 4

Report Prepared for Sigma Phi Epsilon by Dyad Strategies, LLC

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Introduction and Overview of Research

In October 2021, Dyad Strategies conducted a membership assessment of the entire Sigma Phi Epsilon undergraduate membership. In all, over 53 percent of all undergraduates completed at least significant portions of the survey. Table 1 lists the demographic information of the students who completed the survey.

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. A description of all measures is listed in Appendix 1.

Data gathered in this project are contrasted against data gathered from nine other national fraternities for benchmarking and comparison purposes. Data are also presented longitudinally, showing four-year trend lines in comparison to this same set of benchmark national data.

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 2021 Sample

Class Year	Percentage	Work & Housing Status	Percentage
<i>Freshman</i>	<i>20%</i>	<i>Work full or part time</i>	<i>39%</i>
<i>Sophomore</i>	<i>27%</i>	<i>Pays portion of dues</i>	<i>69%</i>
<i>Junior</i>	<i>28%</i>	<i>Lives in Chapter House</i>	<i>22%</i>
<i>Senior</i>	<i>22%</i>		
<i>5th Year Senior</i>	<i>3%</i>	First Gen/Legacy Status	
		<i>First generation student</i>	<i>11%</i>
Race/Ethnicity		<i>Sig Ep Legacy</i>	<i>12%</i>
<i>White</i>	<i>74%</i>		
<i>Hispanic/Latino</i>	<i>8%</i>	Leadership Level	
<i>Asian</i>	<i>4%</i>	<i>General Member</i>	<i>61%</i>
<i>Black/African American</i>	<i>3%</i>	<i>Committee Member/Chair</i>	<i>18%</i>
<i>Bi/Multi-Racial</i>	<i>4%</i>	<i>Executive Board</i>	<i>18%</i>

Summary of Key Findings

Belonging, Satisfaction Rebound Post-COVID, Belonging Now Highest Ever – Heading into the COVID-19 pandemic, Belonging and Satisfaction decreased in Sig Ep and most other national fraternities. Relative to other groups, Sig Ep has had the best post-COVID bounce on these measures. Satisfaction increased significantly between 2020 and 2021, and is now significantly higher than the national fraternity average. Nationally, Belonging remained flat among other fraternities, but Sig Ep saw a significant increase in Belonging. In fact, the Fall 2021 Belonging score is the highest on record for Sig Ep.

Declines in Solidarity Brotherhood, Hazing Motivation – For the third straight year, Sig Ep has seen a significant decrease in their Solidarity Brotherhood score. In addition, Solidarity Hazing Motivation has also significantly decreased. This suggests that chapter members are less likely to use an “us vs. them” gang mentality and are less likely to be utilize hazing to achieve new member class unity/solidarity.

Relative to Other Fraternities, Social Culture has Improved Post-COVID – Like many other groups, Sig Ep saw an increase in alcohol use in the first year of the COVID pandemic (although the increase was smaller in Sig Ep). In the last year, Sig Ep members’ alcohol use declined back towards pre-COVID norms, unlike the national fraternity sample, which saw alcohol consumption numbers remain relatively flat. Sig Ep also saw a slight decline in Social Status Importance. The national fraternity benchmark, on the other hand, saw scores on this measure continue to increase.

Social Dominance Hazing Motivation Remains High – Another post-COVID trend in the data relates to social dominance hazing motivation. In 2020, Sig Ep saw the highest increase among fraternities in our dataset on this measure, and the social dominance score remained elevated in Fall 2021.

Brotherhood

Sig Ep maintains one of the more ideal brotherhood profiles among our comparison groups, boasting among the healthiest scores in the Solidarity and Shared Social schema. With significant increases in belonging in the last year, the brotherhood profile in Sig Ep is very close to the “ideal” profile.

Relative to other groups, Sig Ep saw a very healthy bounce back from the decreases in brotherhood seen in 2020. In particular, gains in Belonging lead to Sig Ep being higher than the national benchmark average on that measure for the first time since data collection began.

Figure 1: Brotherhood in Comparison to National Benchmark

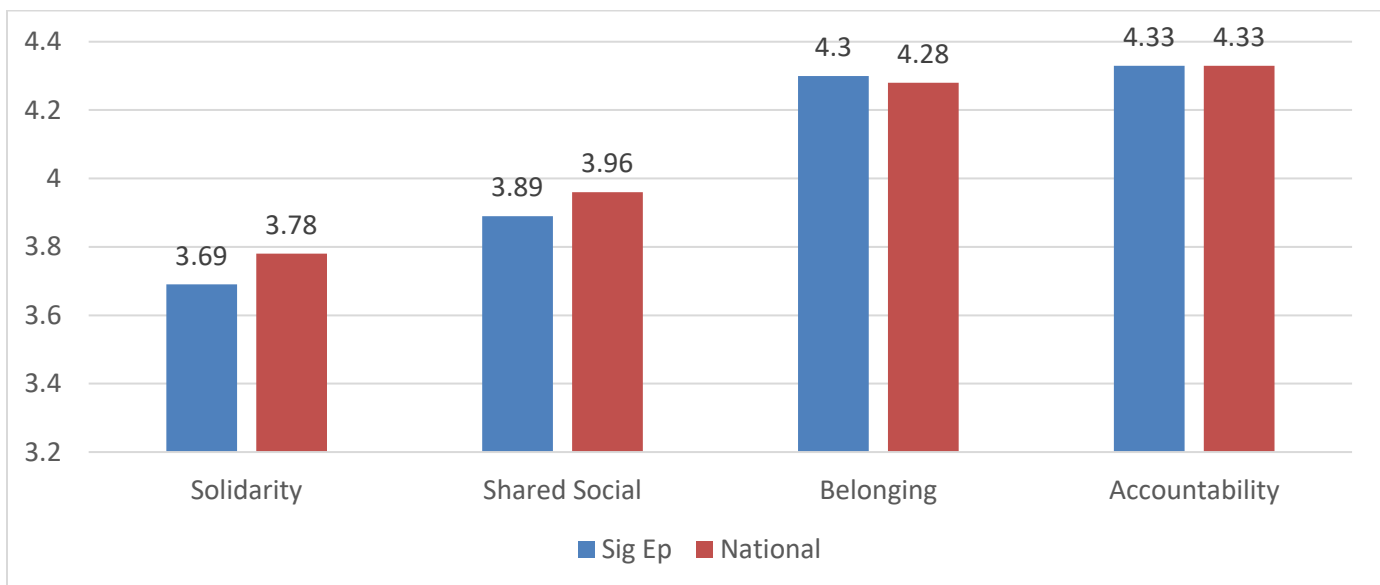
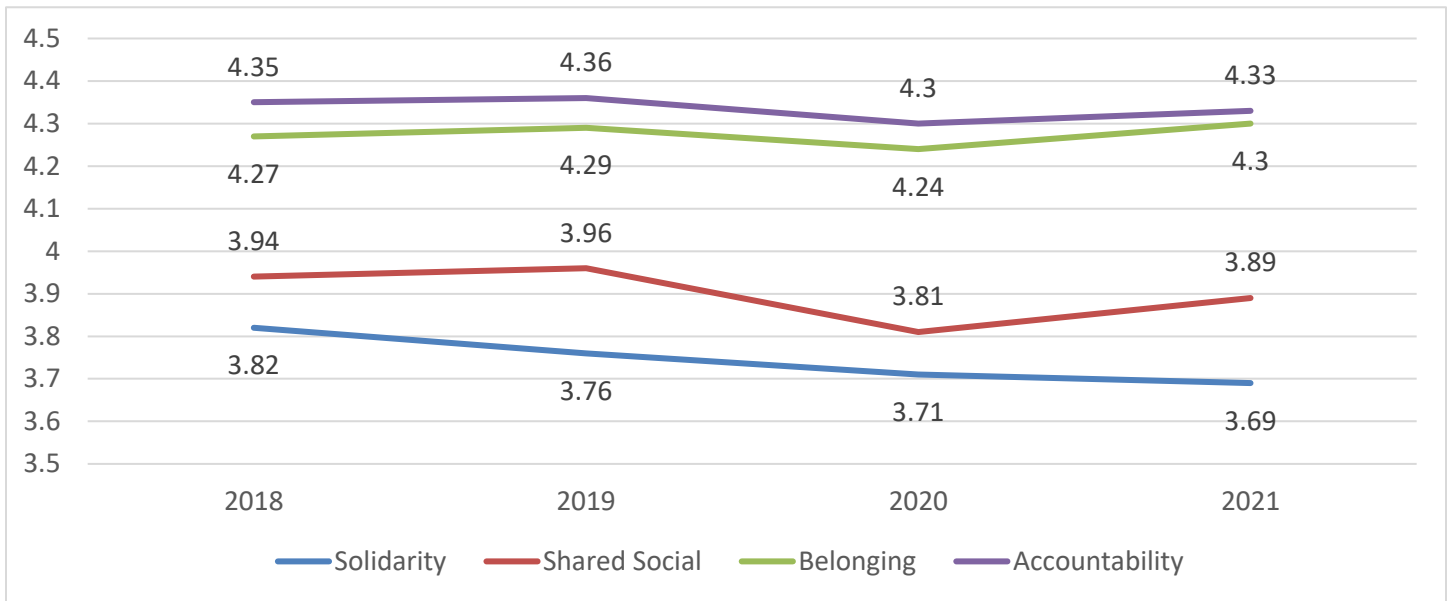


Figure 2: Brotherhood in Sigma Phi Epsilon Over Time



Affinity

After a decline in the first year of the COVID pandemic, Sig Ep saw a sharp increase in overall satisfaction/net promoter score during the last year, and now has a Satisfaction NPS higher than the national benchmark average.

Figure 3: Net Promoter Score for Overall Satisfaction in Comparison to National Benchmark

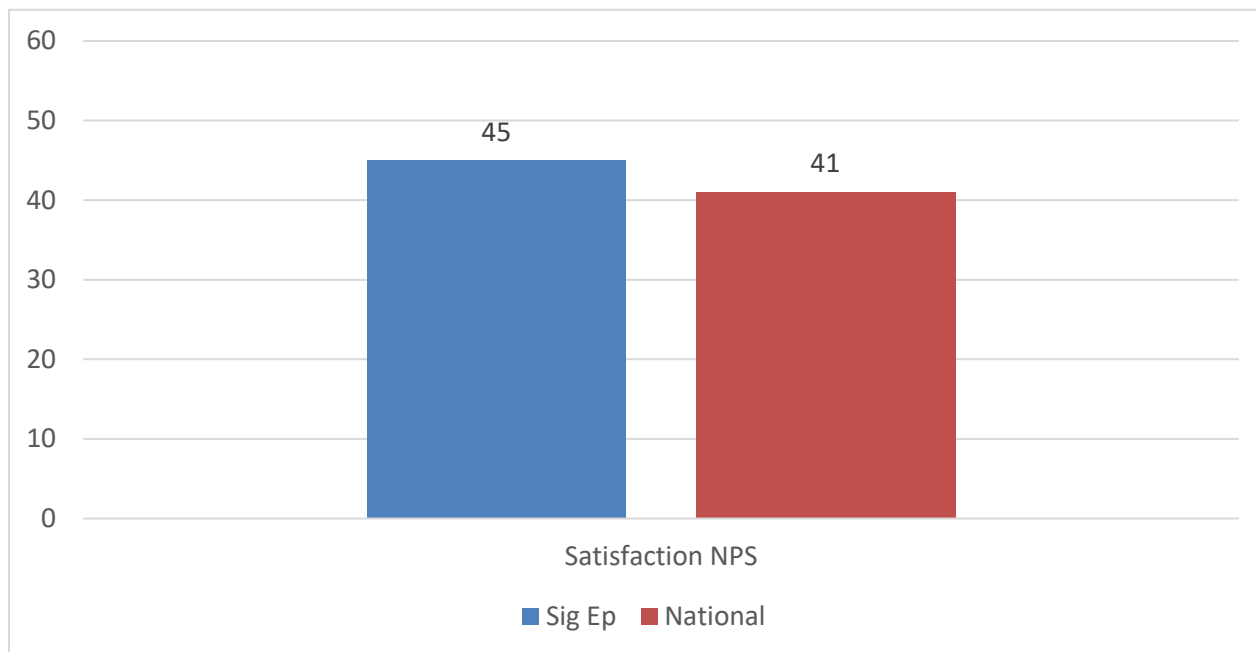
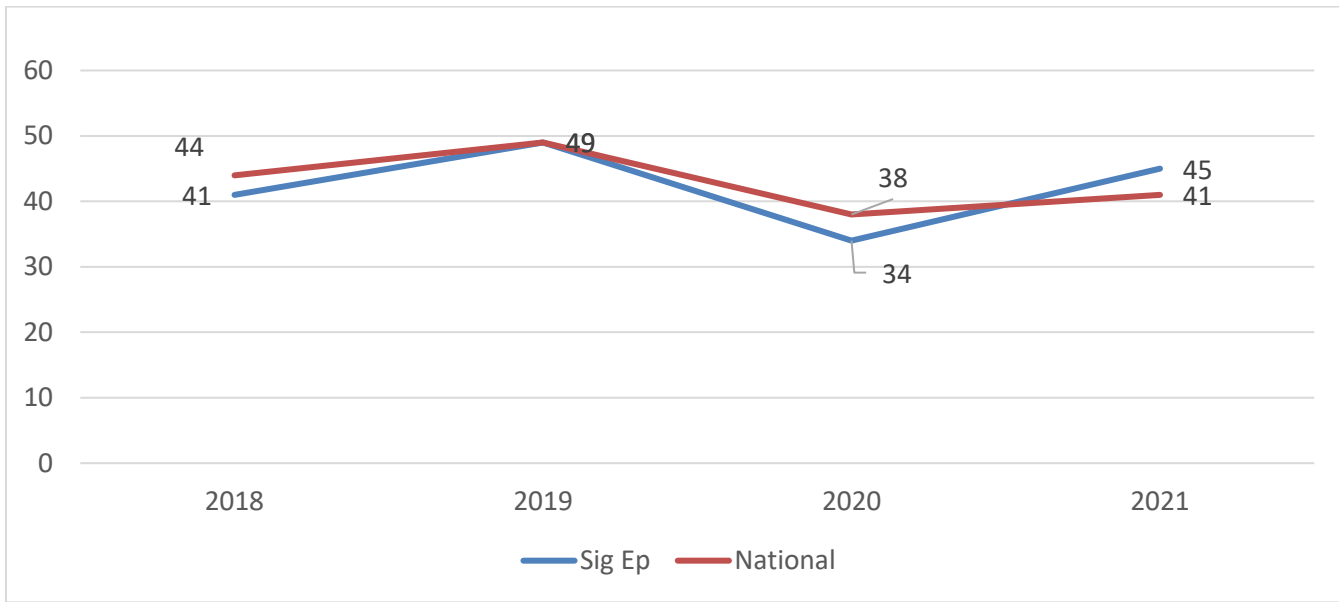


Figure 4. Satisfaction NPS Over Time



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. Sig Ep members report significantly lower binge drinking and overall consumption (AUDIT-C) compared to the national benchmark.

After slight increases in the first year of the pandemic, Sig Ep members saw a decrease in alcohol use in the last year, while the national fraternity averages remained steady. Sig Ep also saw a slight decline in Social Status Importance, while this number continued to climb in the national benchmark dataset.

Sig Ep measures lower than the national fraternity dataset on hazing tolerance and three of the four hazing motivations, but remains slightly higher than the national average on social dominance hazing motivation.

Figure 5. Alcohol Use and Social Culture in Comparison to National Fraternity Benchmark

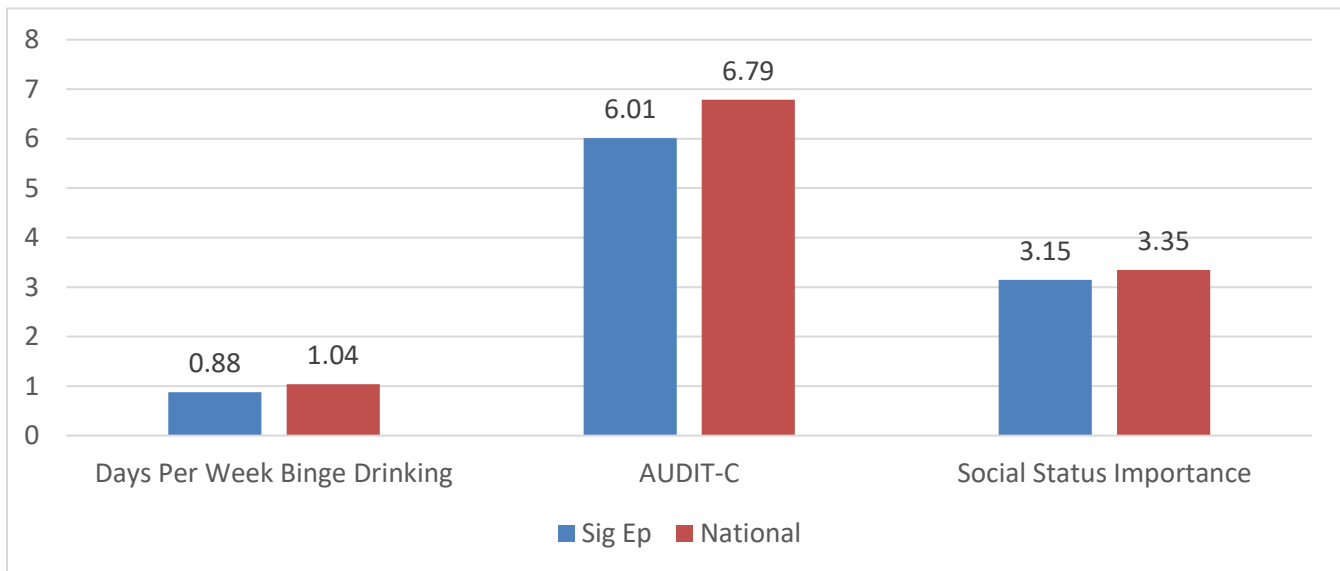


Figure 6. Days Per Week Binge Drinking Over Time in Comparison to National Benchmark

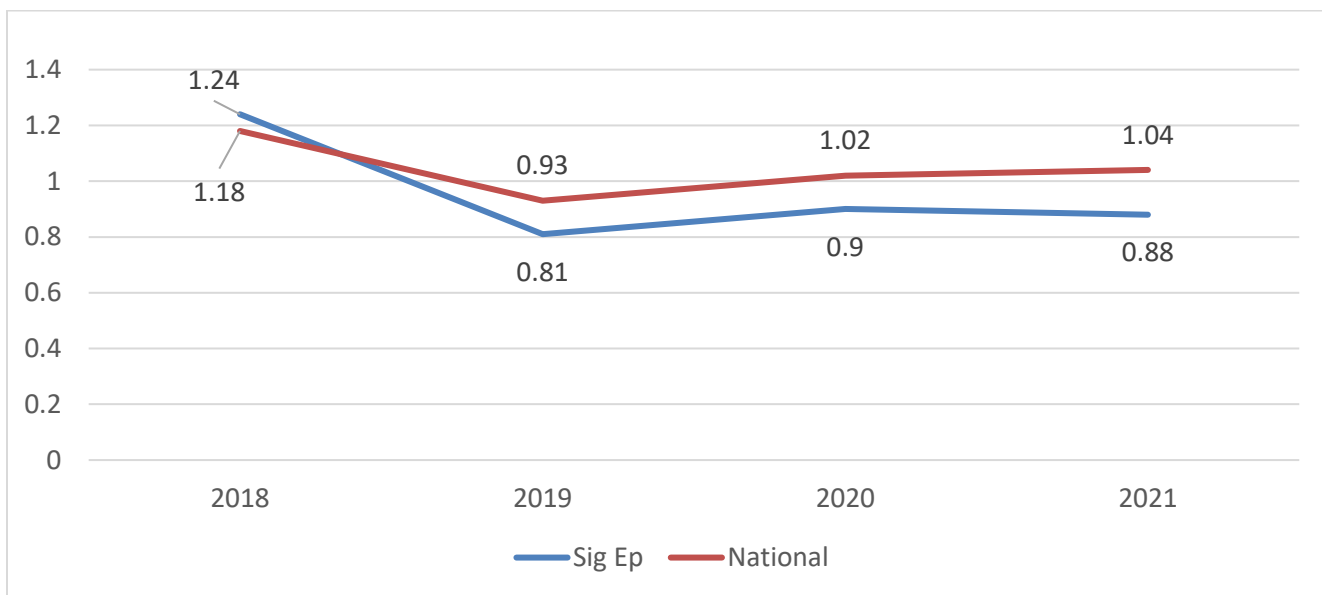


Figure 7. Overall Consumption (AUDIT-C) Over Time

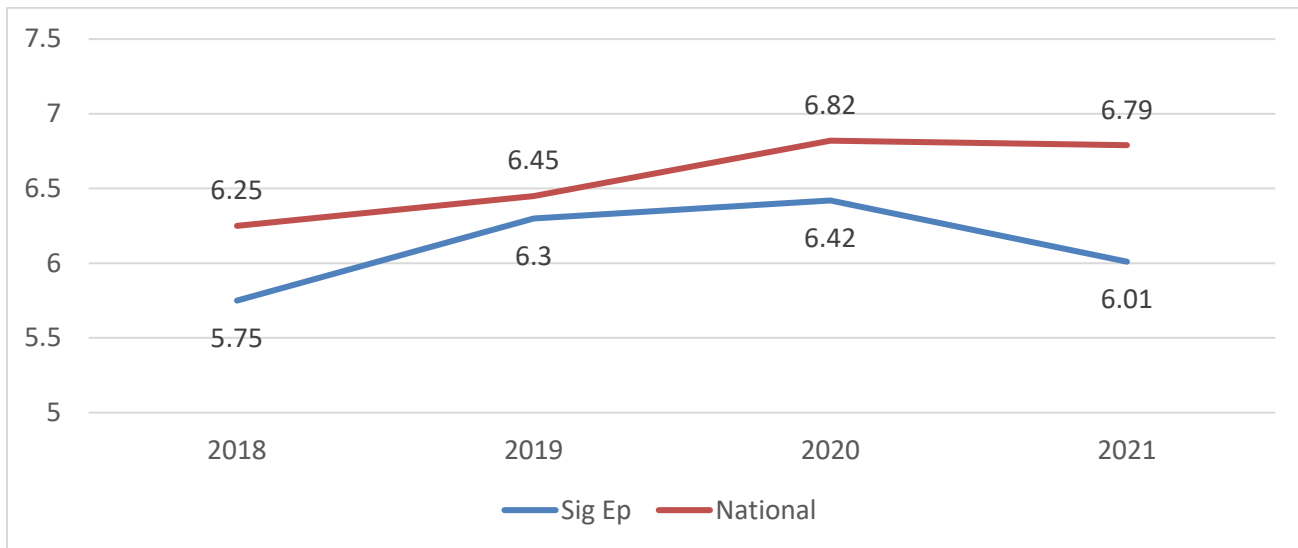


Figure 8. Social Status Importance Over Time

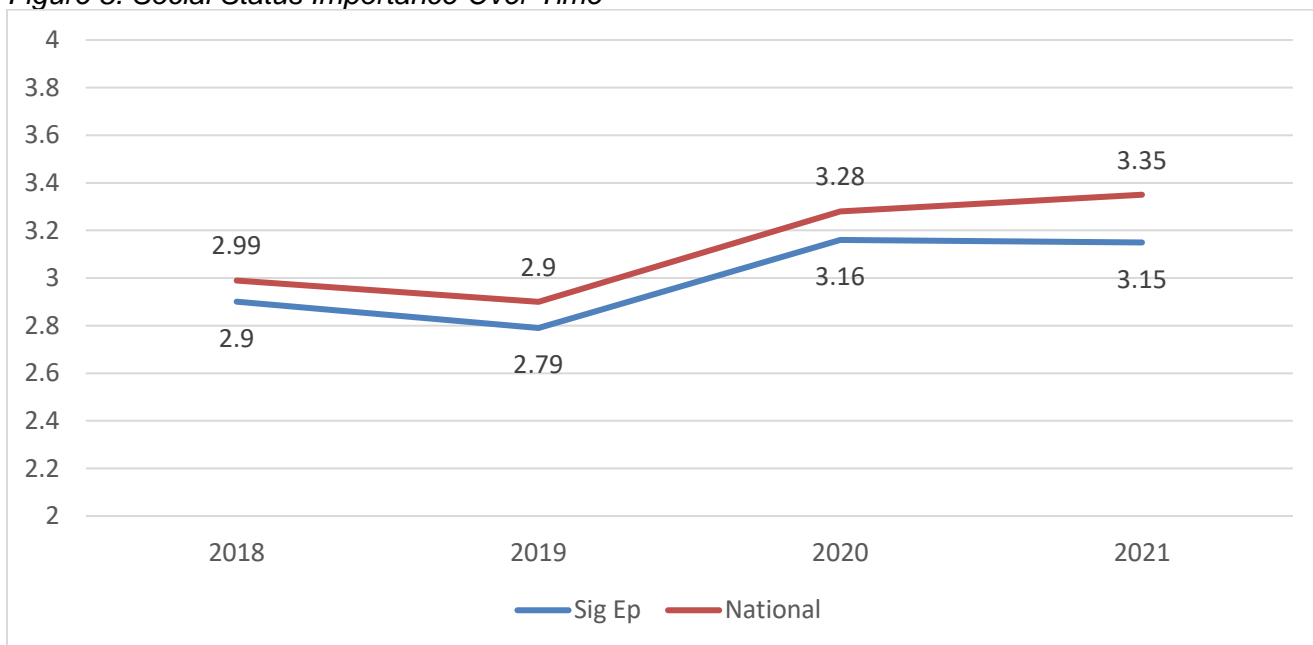


Figure 9: Hazing Motivation in Comparison to National Benchmark

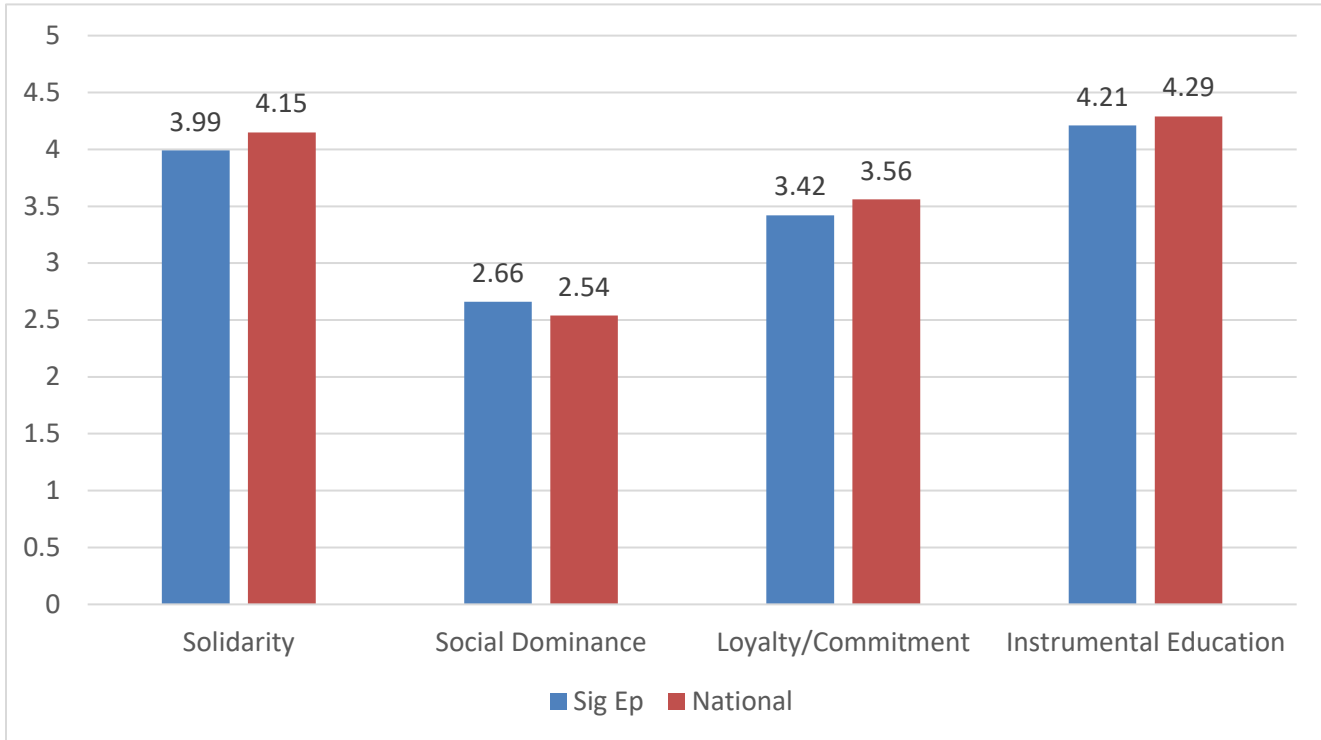


Figure 10: Hazing Motivation Over Time

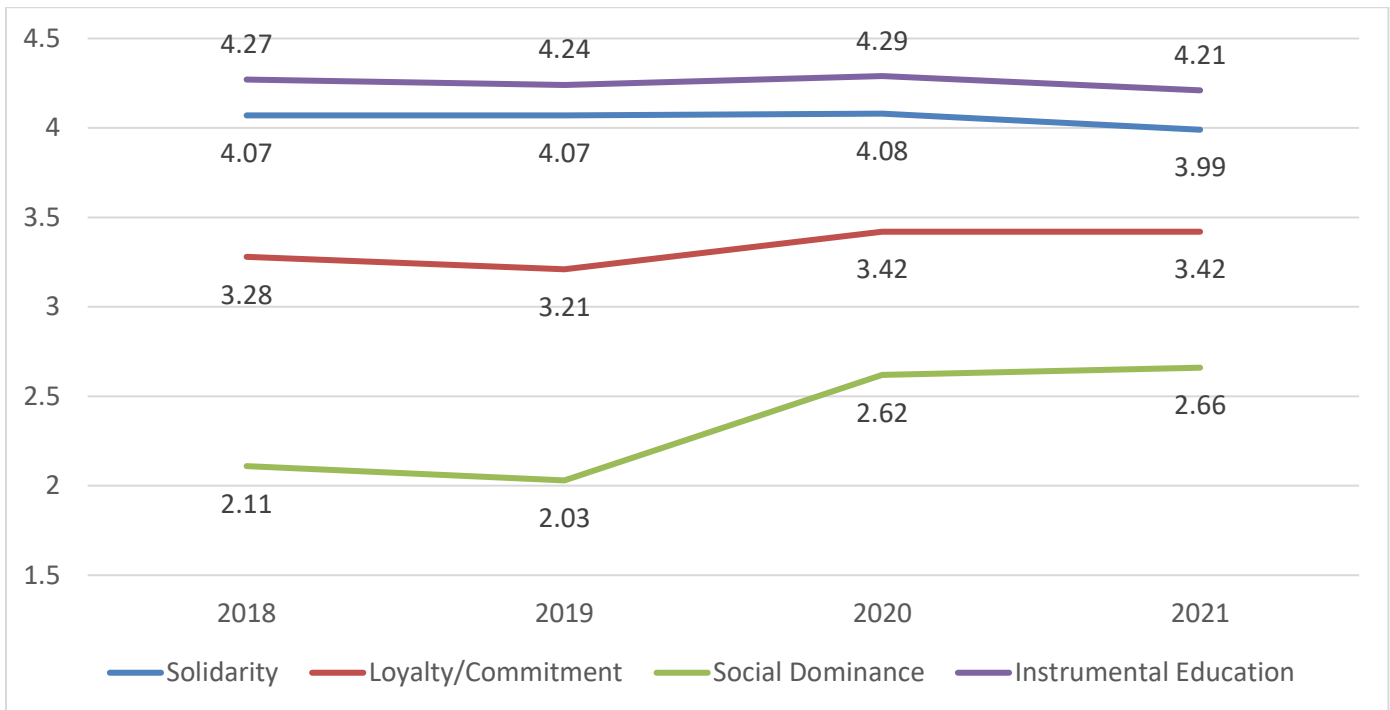


Figure 11: Hazing Tolerance in Comparison to National Benchmark

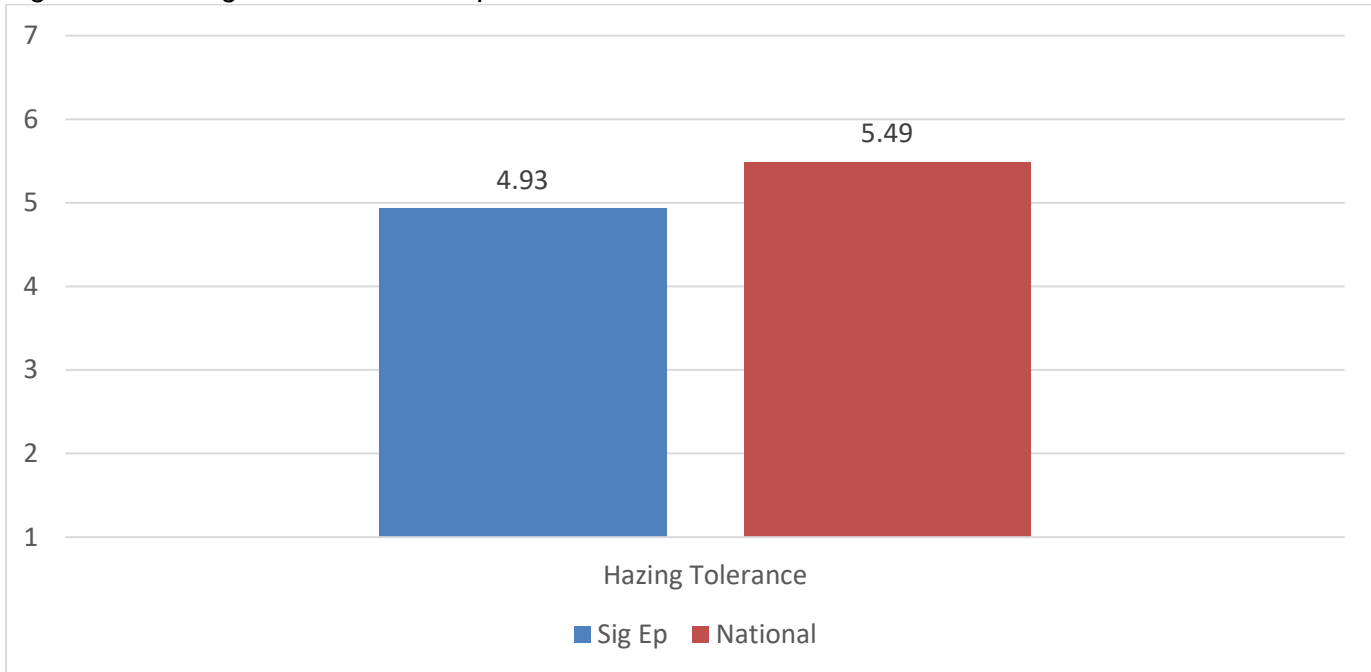
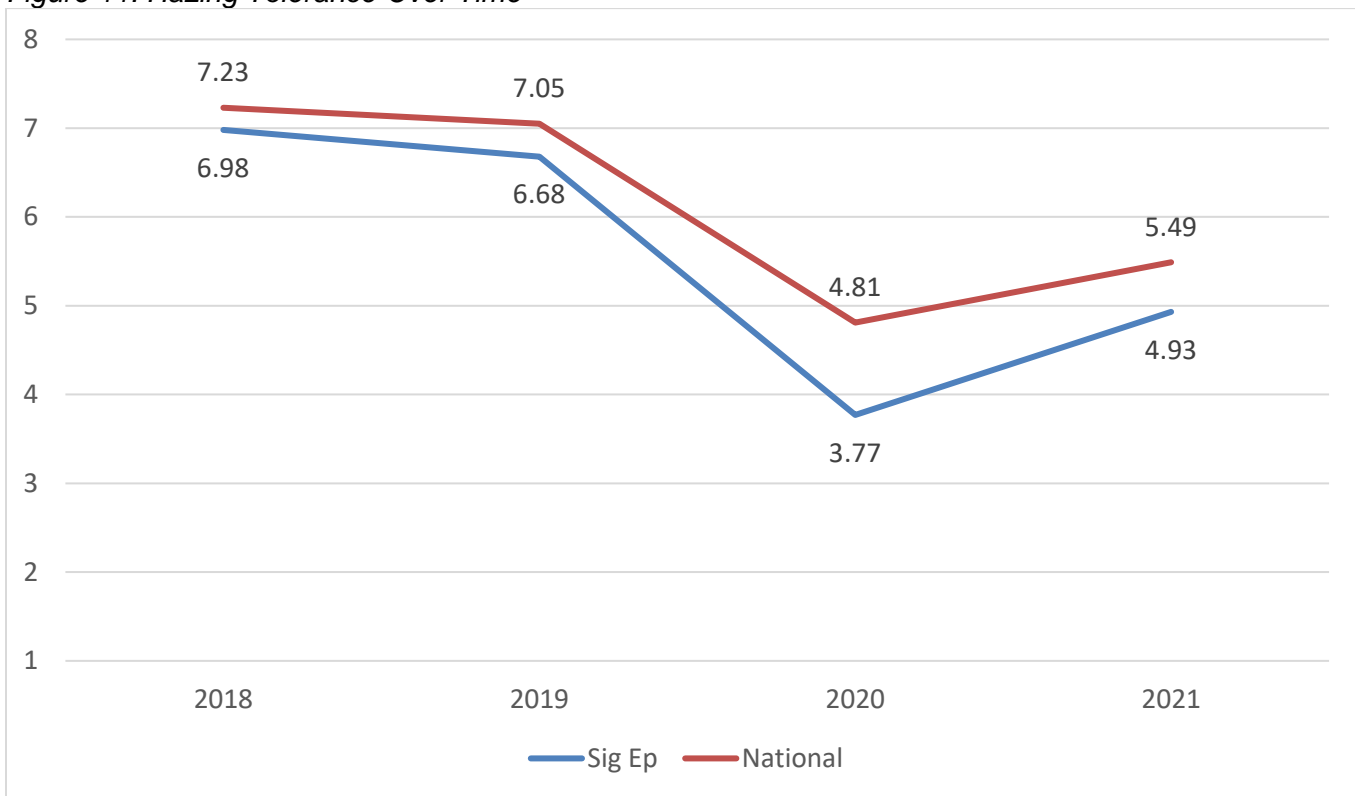


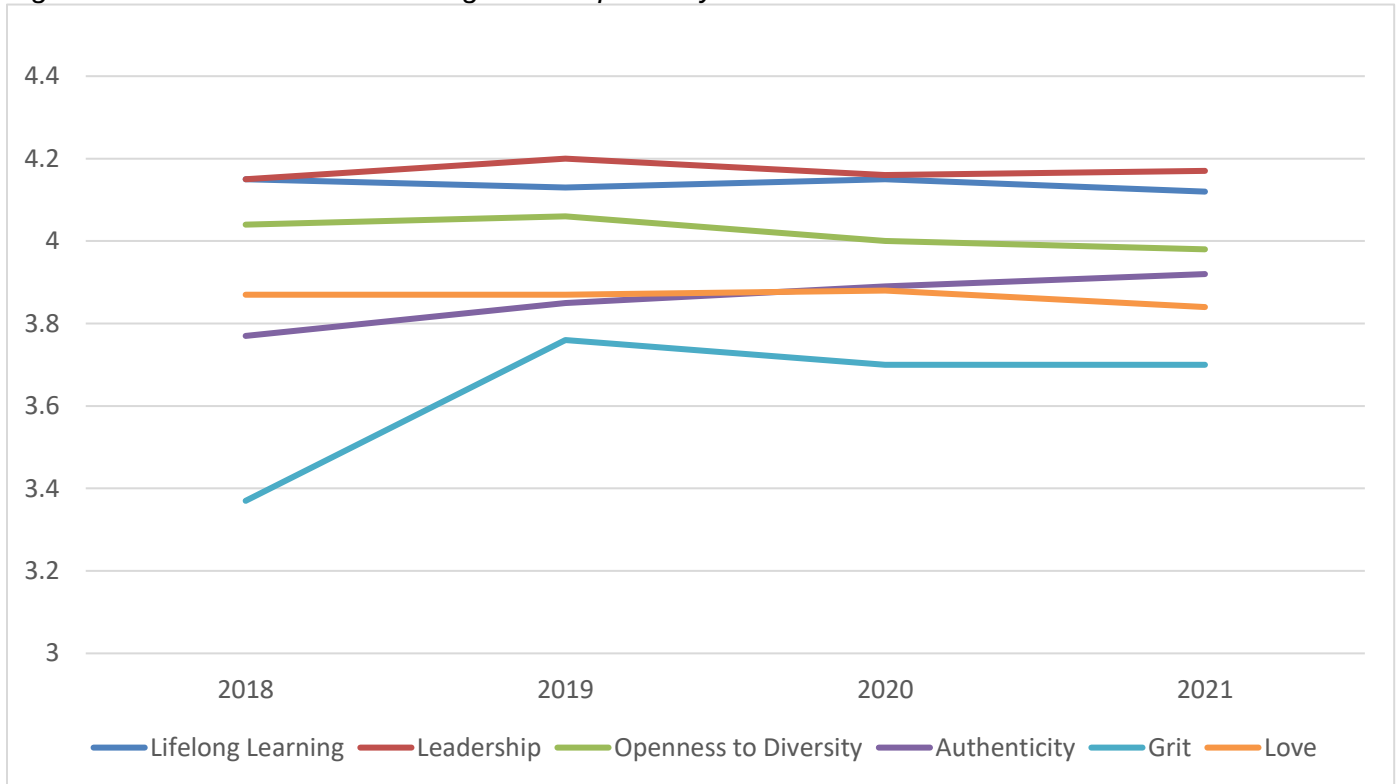
Figure 11. Hazing Tolerance Over Time



Membership Outcomes

Sigma Phi Epsilon Membership outcomes have remained relatively steady over the last four years, with the exception of Authenticity, which has shown a steady increase in the last four years.

Figure 13: Member Outcomes in Sigma Phi Epsilon by 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