



Sigma Phi Epsilon Fraternity

Brotherhood and Membership Outcomes
Assessment Executive Summary – Year 5

Report Prepared for Sigma Phi Epsilon by Dyad Strategies, LLC

Primary Authors:

Gentry McCreary, Ph.D.

Joshua Schutts, Ph.D.

December 20, 2022

Introduction and Overview of Research

In October 2022, Dyad Strategies conducted a membership assessment of the entire Sigma Phi Epsilon undergraduate membership. In all, over 5,200 members, representing 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 2022 Sample

Class Year	Percentage	Work & Housing Status	Percentage
<i>Freshman</i>	22%	<i>Work full or part time</i>	48%
<i>Sophomore</i>	27%	<i>Pays portion of dues</i>	78%
<i>Junior</i>	25%	<i>Lives in Chapter House</i>	25%
<i>Senior</i>	22%		
<i>5th Year Senior</i>	4%	First Gen/Legacy Status	
		<i>First generation student</i>	16%
Race/Ethnicity		<i>Sig Ep Legacy</i>	15%
<i>White</i>	74%		
<i>Hispanic/Latino</i>	8%	Leadership Level	
<i>Asian</i>	4%	<i>General Member</i>	60%
<i>Black/African American</i>	3%	<i>Committee Member/Chair</i>	19%
<i>Bi/Multi-Racial</i>	4%	<i>Executive Board</i>	21%

Summary of Key Findings

Declines in Hazing Motivation, Tolerance – Across all measures of hazing (motivation and all four hazing motivations), Sig Ep members saw improvement over the last year. Hazing tolerance is at its lowest level outside the peak of the COVID 19 pandemic, and all measures of hazing motivation declined significantly in the last year, especially the loyalty/commitment motivation.

Mixed Findings RE: Social Culture – While Sig Ep remains healthier than their peers on measures of alcohol use and social culture, the fraternity did see slight increases in self-reported alcohol use over the last year.

Continued Decline in Unhealthy Brotherhood – Sig Ep saw a continued steady decline in both Solidarity and Shared Social Experience brotherhood. Solidarity is at its lowest point ever, and Shared Social Experience is at its lowest level outside the peak of the COVID-19 pandemic.

Decrease in Belonging, Affinity – Sig Ep members saw slight declines in the last year on Belonging brotherhood as well as overall satisfaction.

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. The lower scores on Solidarity and Shared Social Experience brotherhood are ideal. However, the lower scores on Accountability and Belonging should be targeted for improvement.

All measures of brotherhood declined in the last year. Again, this is a positive finding in the case of Solidarity and Shared Social Experience brotherhood, but not in the case of belonging and accountability.

Figure 1: Brotherhood in Comparison to National Benchmark

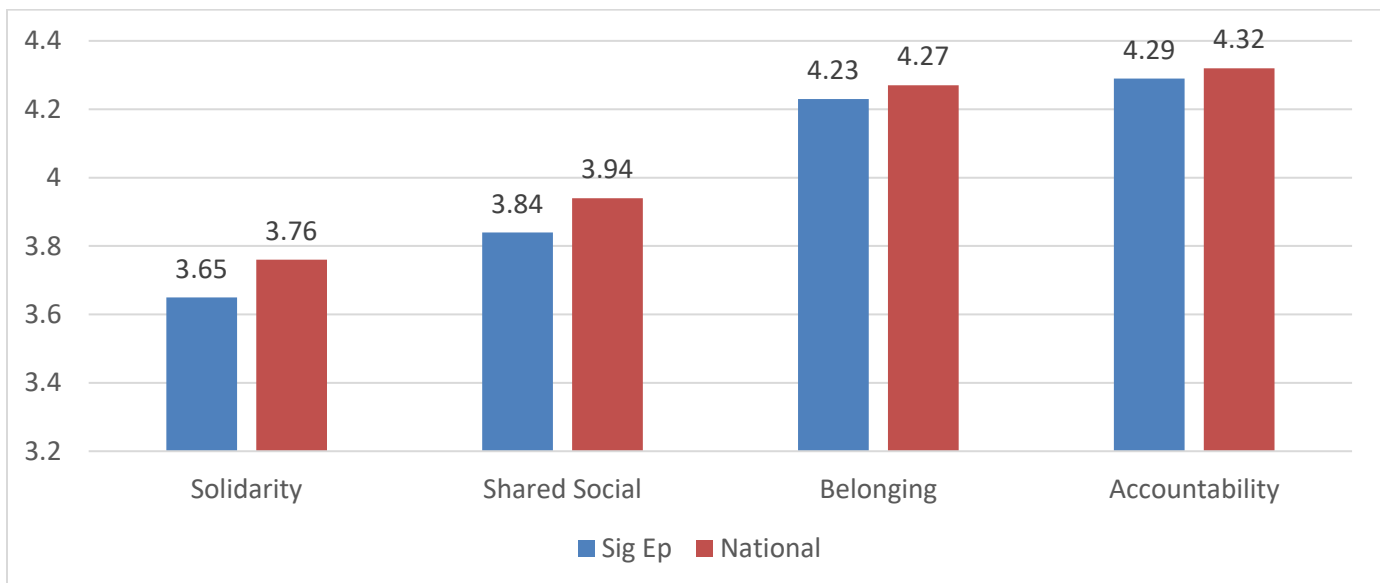
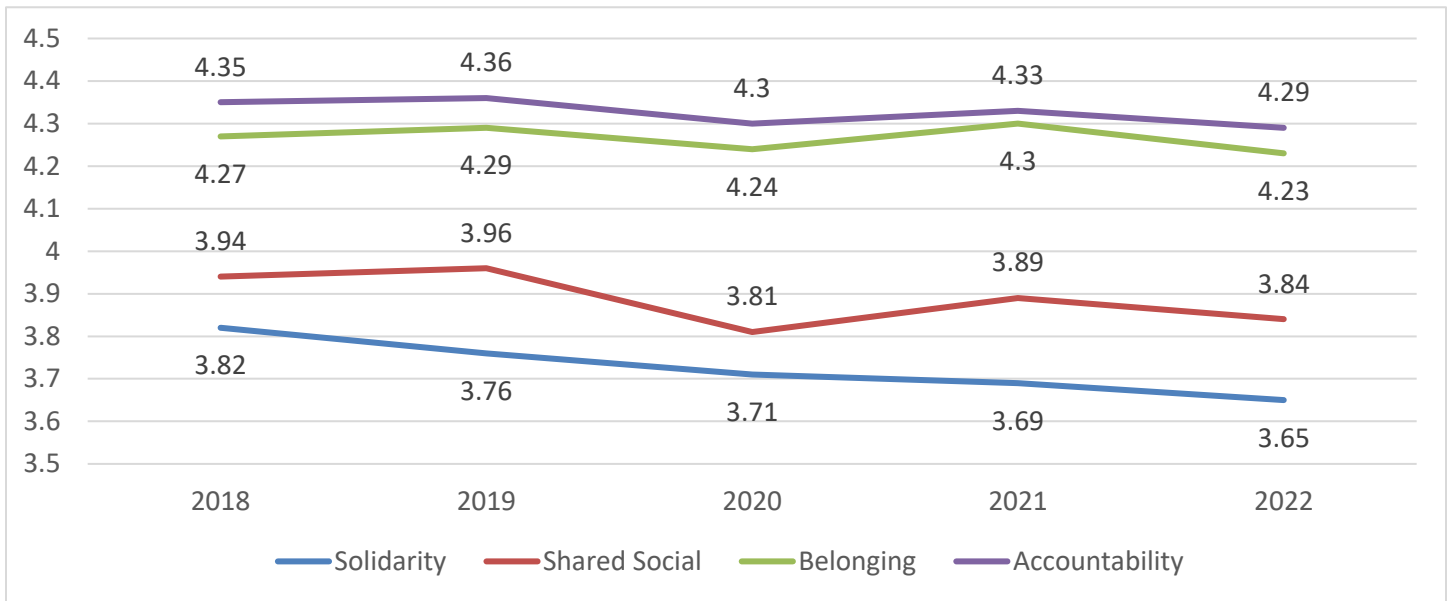


Figure 2: Brotherhood in Sigma Phi Epsilon Over Time



Affinity

Overall Satisfaction Net Promoter Score (NPS) has fluctuated over the years in Sig Ep. After a significant increase last year coming out of the COVID-19 pandemic, scores decreased slightly in 2022. Satisfaction NPS is now on par with the national average.

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

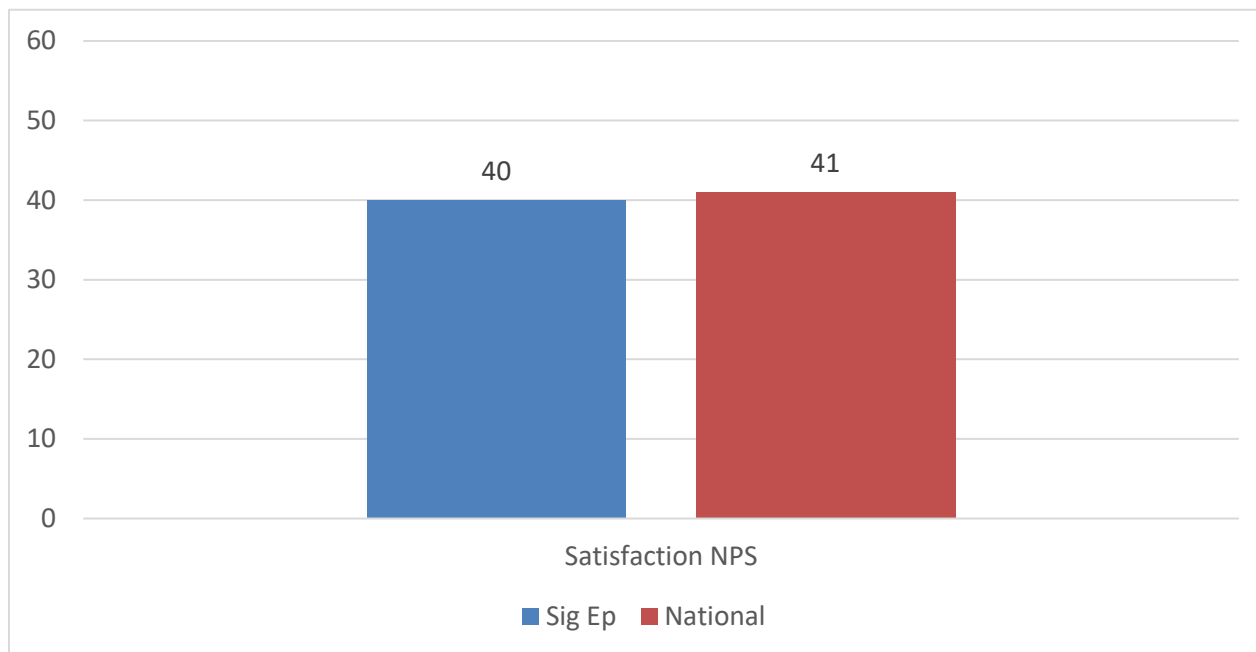
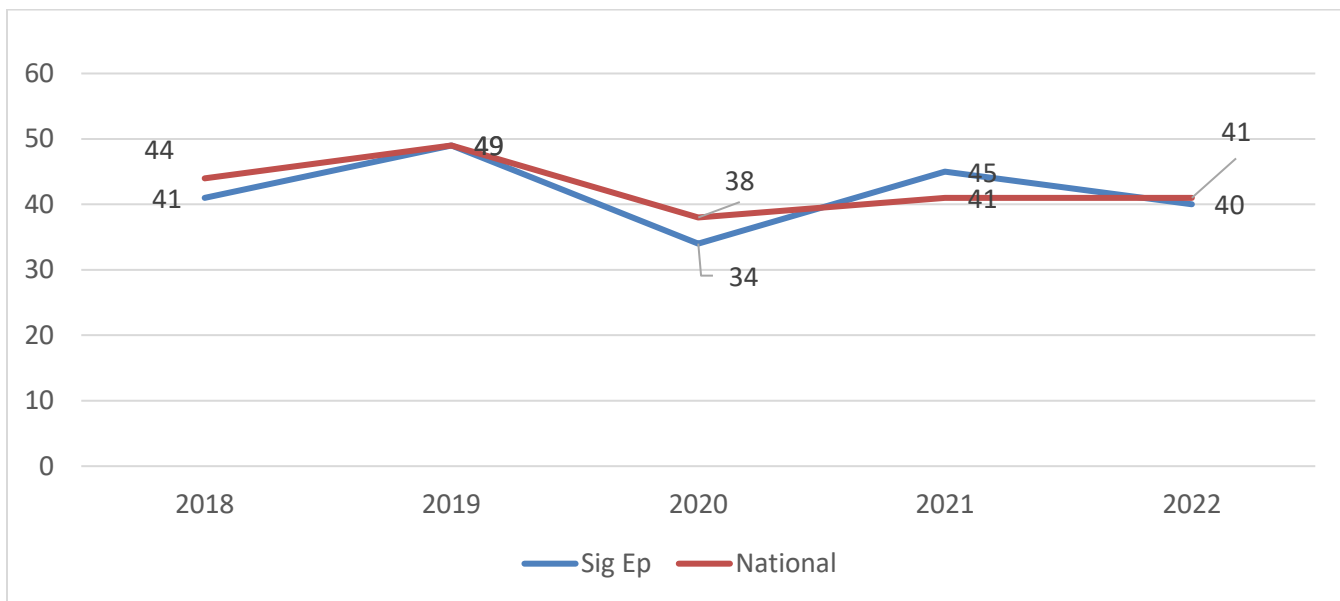


Figure 4. Satisfaction NPS Over Time



Alcohol, Social Culture and Hazing

While Sig Ep members reported slightly elevated alcohol usage in 2022 compared to the previous year, Sig Ep remains well below the national average on all measures of alcohol use (both binge drinking frequency and overall consumption, as reported by the AUDIT-C).

While Social Status Importance remains significantly lower than the national average, Sig Ep did see an increase in the last year, and this measure is not at its highest point on record.

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. All measures of hazing tolerance and motivation decreased significantly in the last year.

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

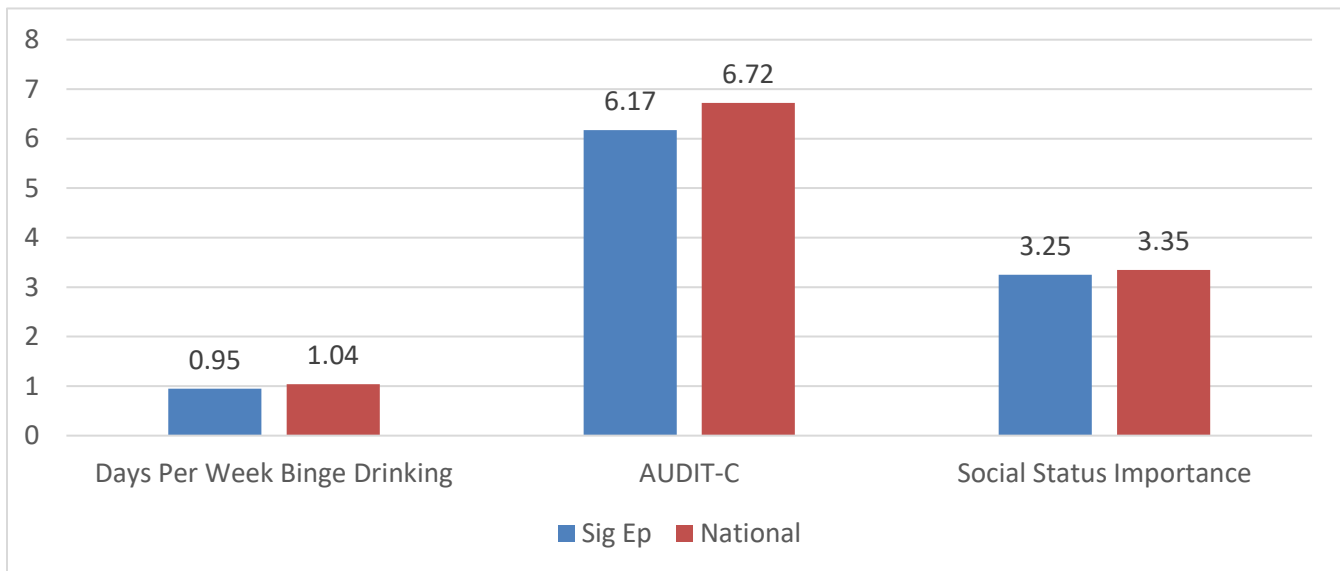


Figure 6. Days Per Week Binge Drinking Over Time in Comparison to National Benchmark

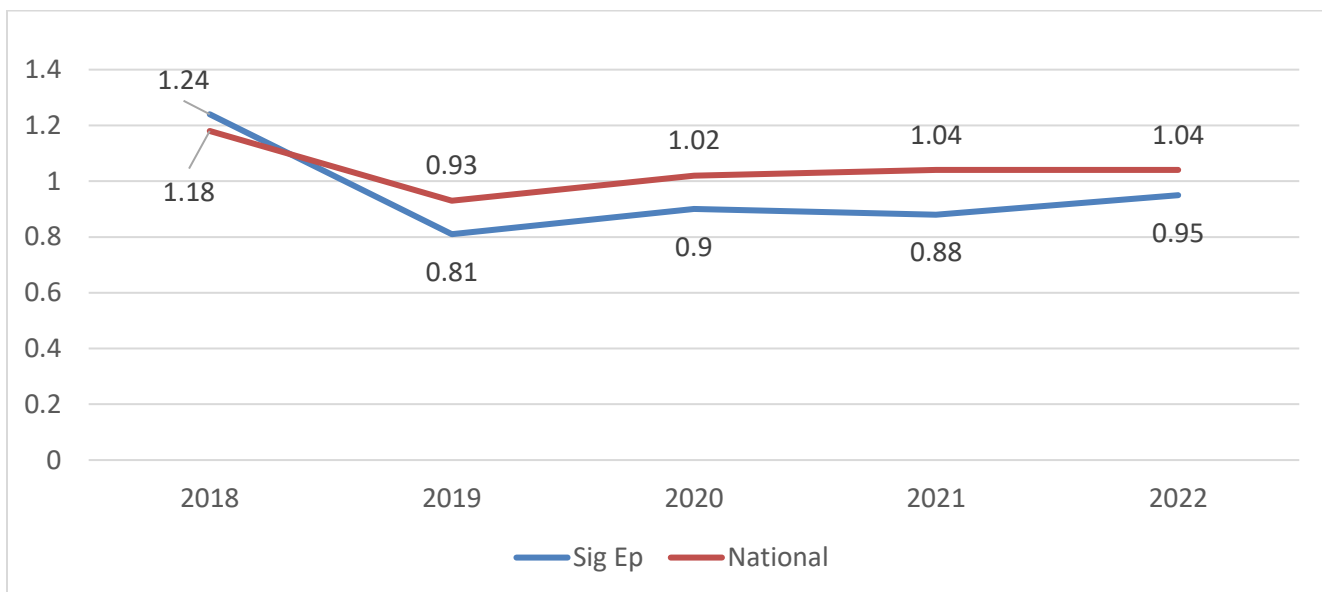


Figure 7. Overall Consumption (AUDIT-C) Over Time

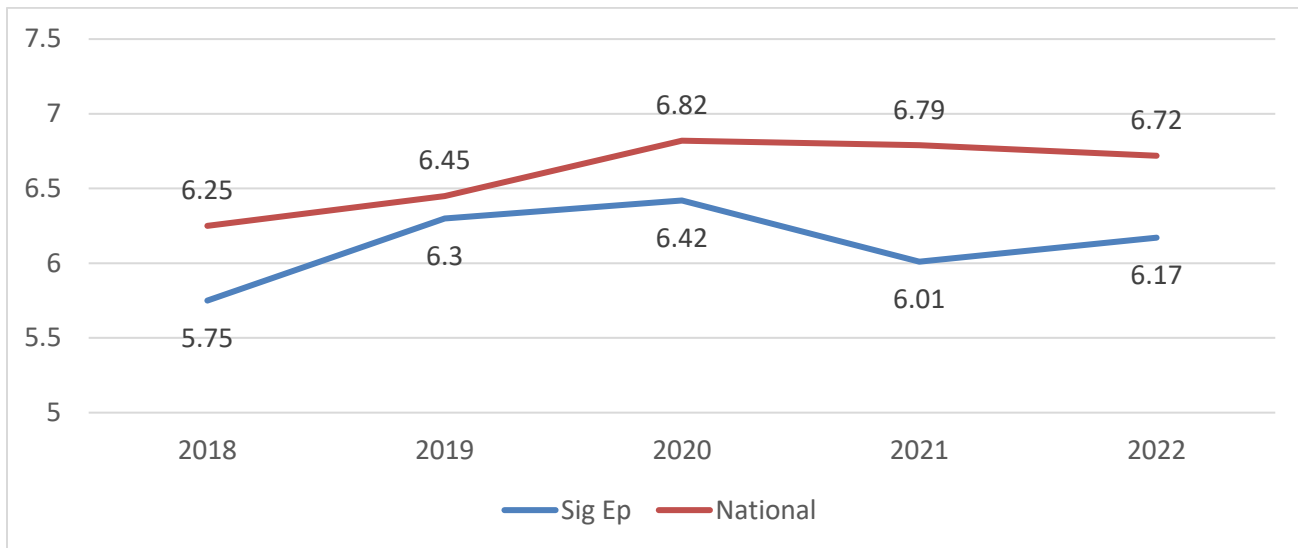


Figure 8. Social Status Importance Over Time

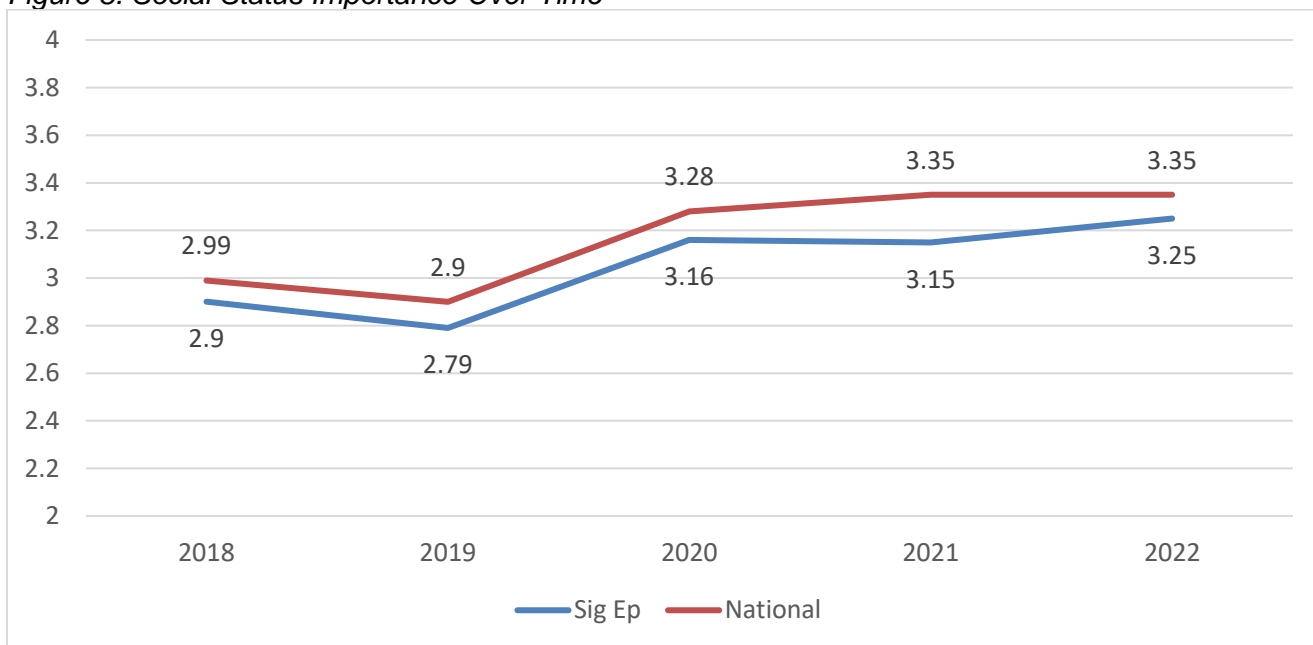


Figure 9: Hazing Motivation in Comparison to National Benchmark

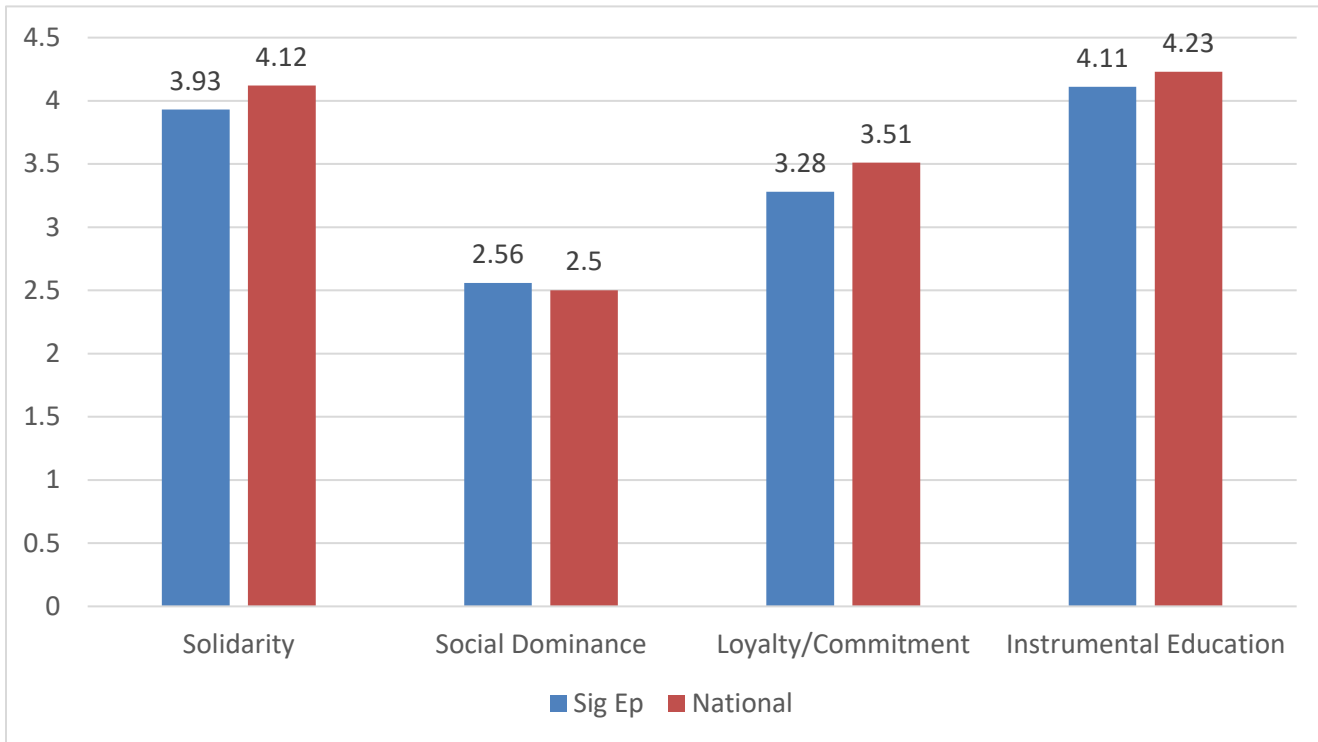


Figure 10: Hazing Motivation Over Time

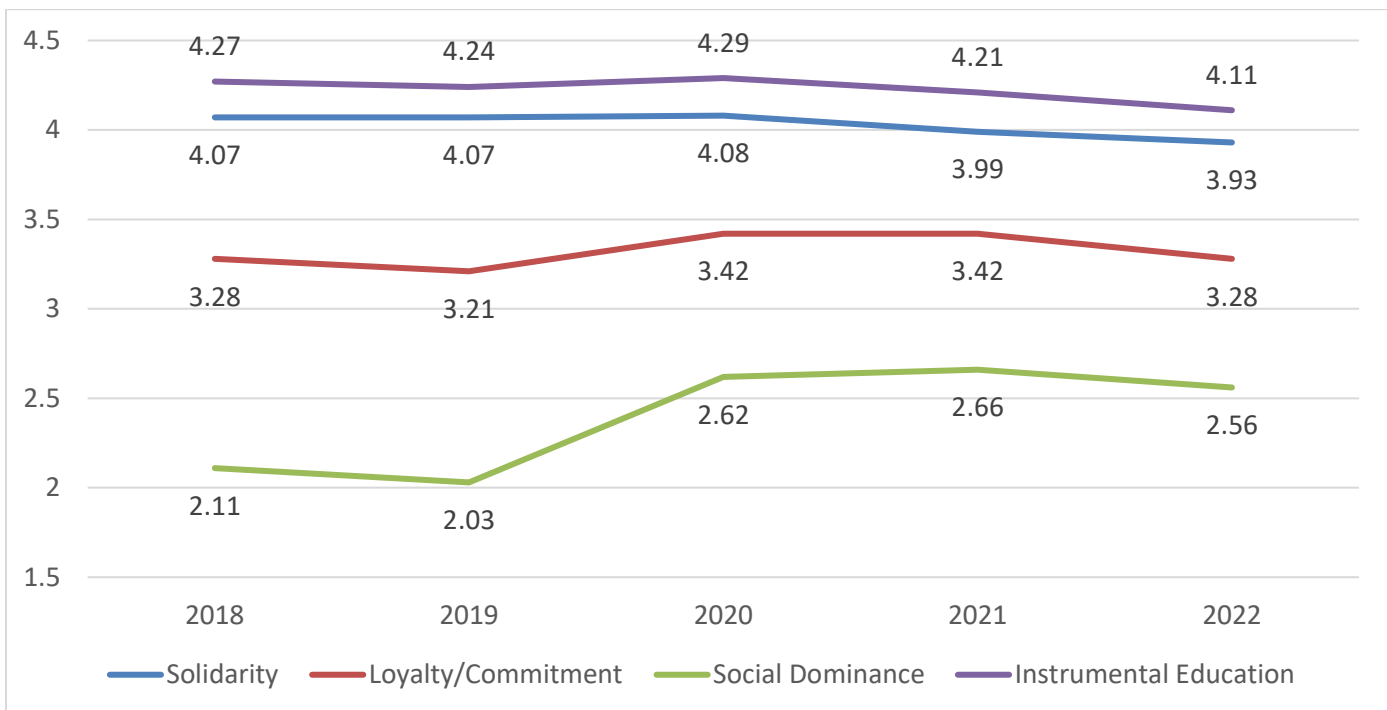


Figure 11: Hazing Tolerance in Comparison to National Benchmark

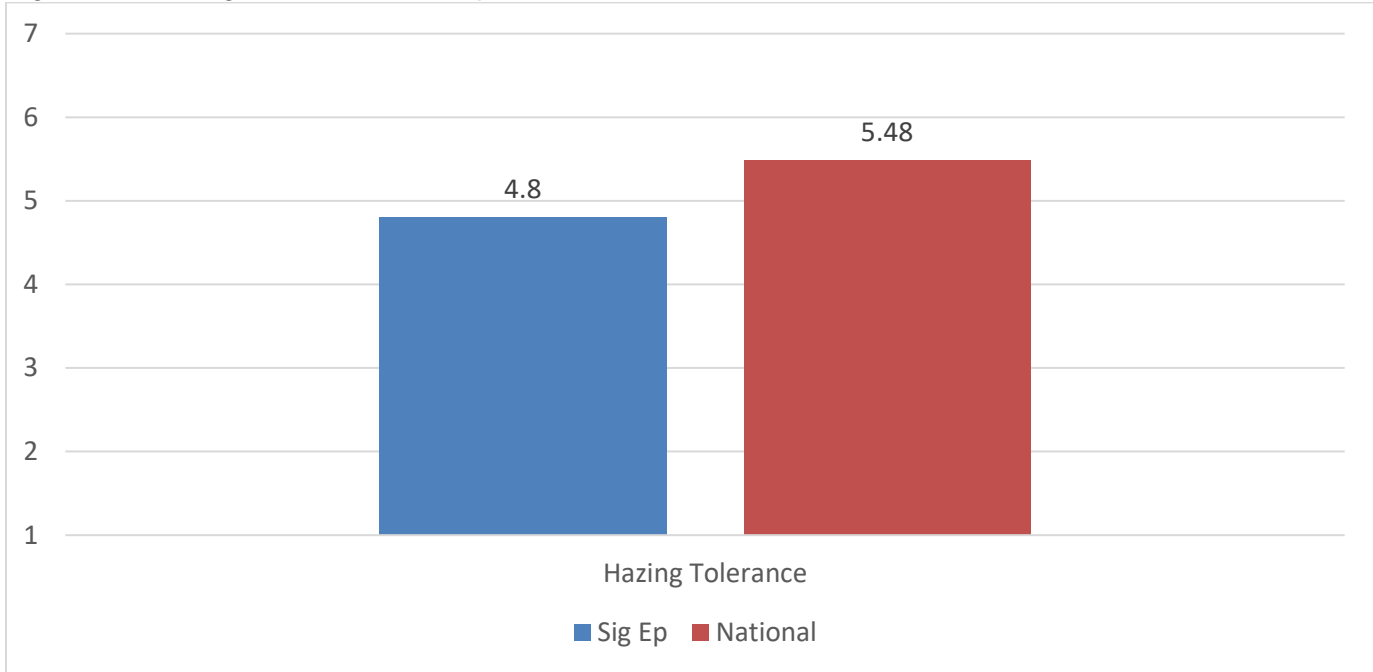
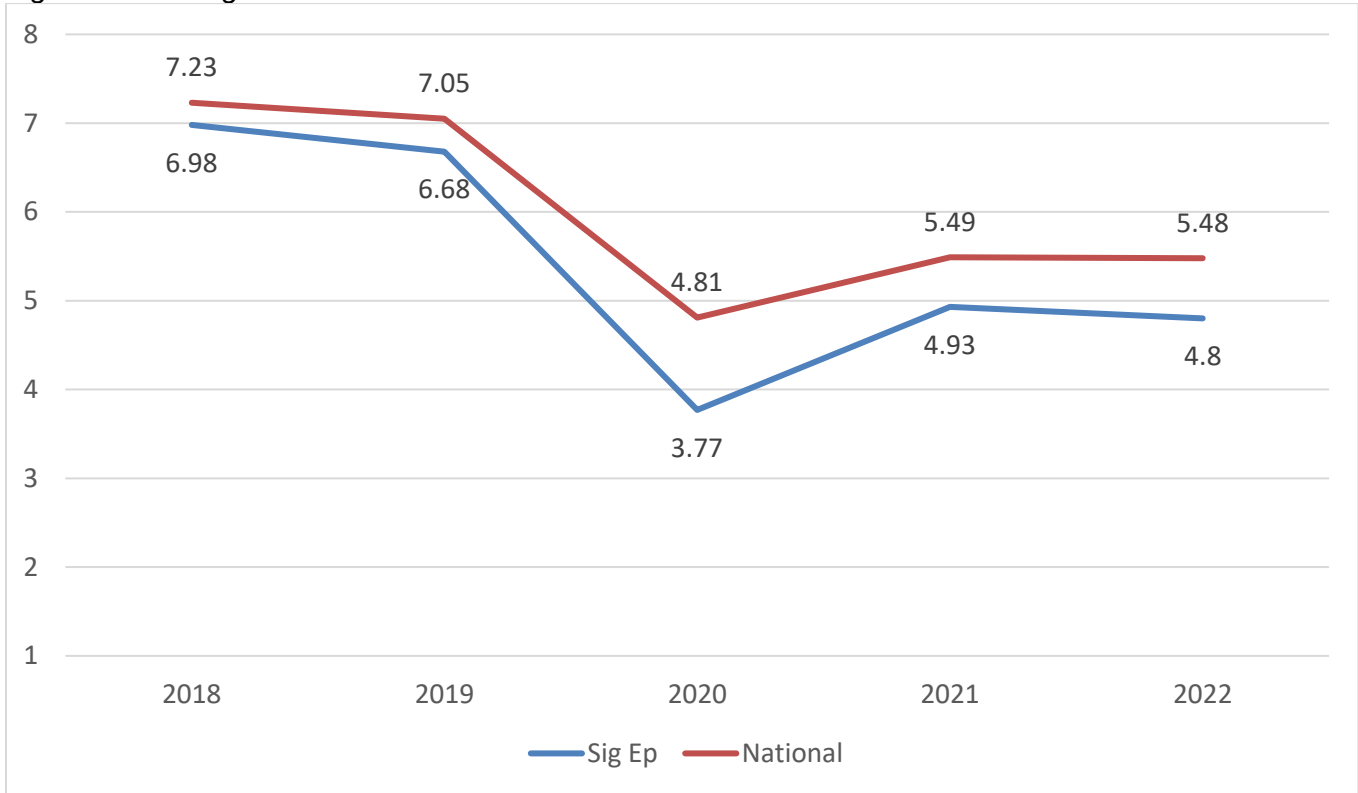


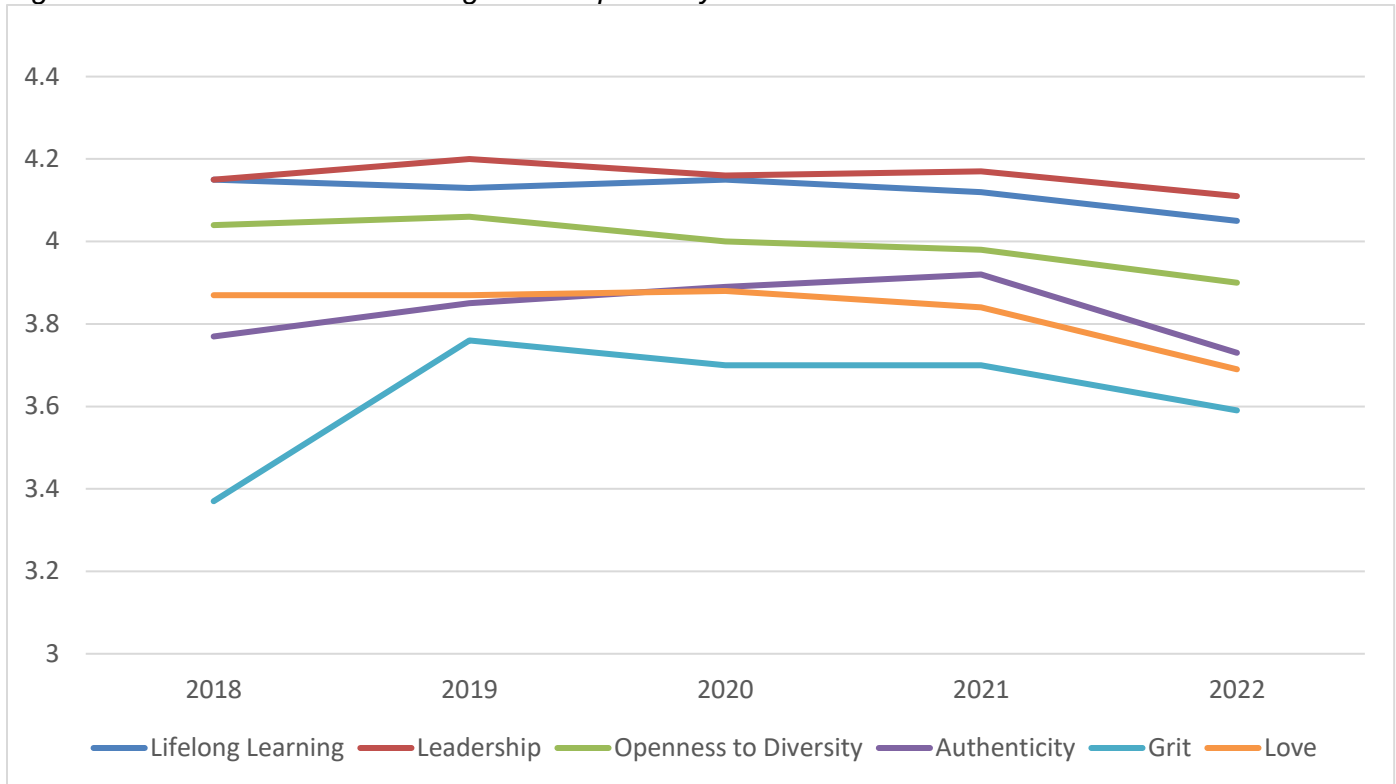
Figure 11. Hazing Tolerance Over Time



Membership Outcomes

All membership outcomes measures showed slight declines between 2021 and 2022. The sharpest declines were in Authenticity and love. Perhaps most concerning, Openness to Diversity continued to drop steadily for the third consecutive year.

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