

Assessment Cycle 2025-2026

Fraternal Leadership & Civic Engagement

Division: Student Affairs

Prepared by: Dr. Mary-Katherine Maggio

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Approved by: Dr. Yonna Pasch

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Northwestern Mission. Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

The Student Experience Mission Statement. The Student Experience provides the University community with programs and services to support the academic mission of creating, disseminating, and acquiring knowledge through teaching, research and service while empowering a diverse student population to achieve their highest educational potential. The Student Experience creates a stimulating and inclusive educational environment that is conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience, and continues beyond graduation. Enrollment Services provide equal access for education to potential students throughout the state and region and promote economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical, and occupational growth. Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

Student Affairs Mission. The Division of Student Affairs prepares students to be productive members of society and to improve the quality of life of students. Student Affairs provides support services in career development and placement, advocacy and accountability, academic support, mental and physical health, disability accommodations, student activities and organizations, student union life, and opportunities in leadership, community service, and programs for new students. Through hands on involvement in programs and services, Student Affairs promotes personal development in a student-centered environment, which delivers innovative practices in an environment of respect. Student Affairs encourages integrity, diversity, and collaboration with all members of the university community.

Fraternal Leadership & Civic Engagement Mission. The Office of Fraternal Leadership & Civic Engagement works with the students in the Northwestern State University fraternity and sorority community and the members of the Student Government Association to provide an outlet for self-governance, student voice, and

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to prepare students to be engaged citizens through leadership development, civic engagement programs, advocacy & accountability, and service opportunities.

Methodology: The assessment process includes:

- (1) The assessment process for Fraternal Leadership & Civic Engagement Mission will be evaluated through multiple direct and indirect assessment tools.
- (2) The Director will analyze the data to determine whether the applicable outcomes are met and report to the Director of Student Affairs.
- (3) Results from the assessment will be discussed with the appropriate students and constituent groups.
- (4) Individual meetings will be held with students and constituent groups as required.
- (5) The executive director, in collaboration with the area directors, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Fraternal Leadership & Civic Engagement

Service Outcomes:

SO 1. Build campus community by providing opportunities for students to learn and practice leadership and social & civic responsibility.

Measure 1.1. Develop a sense of campus community among students that fosters civic competency through Student Government Association programs. Internal assessment using portions of the US Citizenship Test and key components of university resources is completed at the beginning and the end of the year for the Northwestern State University Student Government Association members. Success through this initiative is defined by the quantitative results of the pre and post-test instruments distributed to the students involved with the Student Government Association. The goal will be for students to score at least 80% on the posttest.

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. The director made improvements to civic programming and engagement efforts for Student Government members to ensure civic knowledge is obtained. The SGA focused on civic education starting with the Fall retreat and reiterating the importance at the mid-year retreat. The scores were 82.5% for the pre-test and 86% for the post-test, a significant improvement compared to the previous year.

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Based on the analysis of the AC 2024-2025 results, the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. The SGA implemented a mid-semester check-in assessment to identify knowledge gaps early and provide timely interventions rather than relying solely on pre/post testing. Furthermore, the SGA developed a peer-to-peer civic education component where experienced SGA members mentor new senators to strengthen knowledge retention and create a culture of civic engagement.

As a result of these changes, in AC 2025-2026 the target was met. The scores were 89% (median score) for the pre-test and 91% (median score) for the post-test, a significant improvement compared to the previous year. Notably, the strength of the pre-test score reflects the lasting impact of the peer-to-peer mentorship component, as experienced SGA members appear to be carrying civic knowledge into the organization before formal programming even begins. The mid-semester check-in model also proved effective in closing knowledge gaps early, contributing to a stronger overall posttest performance across the cohort.

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. Having met the 80% posttest target for consecutive years, with median scores reaching 89% on the pre-test and 91% on the post-test, the SGA will evolve its civic programming by moving beyond measuring what members know to measuring what members do with that knowledge. In 2026-2027, the SGA will introduce an action-based civic engagement component beginning with a campus-wide voter registration drive, ensuring students are informed of key deadlines and empowered to participate in the democratic process. Additionally, the SGA will host a student-led campus town hall focused on real university issues giving members a direct platform to apply civic skills in a meaningful way. Finally, civic education will extend beyond SGA membership through senator-led presentations to student organizations and through the existing Meet You There meeting structure, where senators will each take ownership of a civic engagement topic to share with the broader campus community.

These changes will improve the student's ability to deepen the civic competency culture within SGA while expanding its reach and impact across Northwestern State University.

Measure 1.2. Provide students with a program called Leadership NSU to train them in areas in the realm of leadership and other areas specific to the year. Offering educational sessions regarding risk management, mental health, resume writing, and other important topics and assessing the knowledge gained by providing an end of the academic year assessment. Success through this initiative is defined by the quantitative results of the instrument distributed to NSU (Northwestern State University) students each academic year. The goal will be for students to score at least 80% very satisfied +

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satisfied on each item of the assessment. The assessment will be distributed at the conclusion of the conference held in the Spring semester.

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. With the increased satisfaction with the program, the committee extended the outreach to other schools for the 2025 Leadership NSU conference. This outreach included feedback from the invited schools regarding the current trends and topics that we need to address and provide for the conference. Furthermore, the survey was an open-sourced survey to ensure all students (NSU and visiting schools) can take the survey. The Leadership NSU Committee provided a slate of speakers that covered topics recommended by students who completed the surveys. Some of those topics include motivating members, career exploration, communication, and unity. We had a total of 200 student attendees, and they were issued an assessment with the following items:

- Please rate your overall satisfaction with the program
 - 97% Very Satisfied/Satisfied; 2% Indifferent; 1% Dissatisfied
- Please rate your overall satisfaction with the staff members
 - 95% Very Satisfied/Satisfied; 5% Indifferent
- Would you to attend our conference next year?
 - 92% Yes; 7% Maybe; 2% No

Based on the analysis of the AC 2024-2025 results, the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. Developed a comprehensive marketing strategy to increase attendance back to previous levels while maintaining the high satisfaction ratings, targeting both NSU students and visiting schools with tailored outreach campaigns. Furthermore, SGA implemented a year-round speaker series that builds upon the conference themes to provide deeper exploration of high-demand topics (communication, career exploration, unity, etc.) throughout the academic year.

As a result of these changes, in AC 2025-2026 the target was met. The Leadership NSU Committee provided a slate of speakers that covered topics recommended by students who completed the surveys. We had a total of 300 student attendees, and they were issued an assessment with the following items:

- Please rate your overall satisfaction with the program
 - 91% Very Satisfied/Satisfied; 9% Indifferent
- Please rate your overall satisfaction with the staff members
 - 100% Very Satisfied/Satisfied
- Would you to attend our conference next year?
 - 95% Yes; 5% No

Decision:

In AC 2025-2026 the target was met.

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Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. While Leadership NSU saw strong overall attendance with 300 students participating, only 50 remained for the closing session, presenting a challenge to capturing accurate and representative data. To address this, SGA will explore converting the closing session from a dinner to a lunch format to better accommodate student schedules and encourage full-day participation. In addition, feedback from attendees indicated that the program's format felt heavily lecture-based, leaving students wanting more interactive and engaging experiences throughout the day. In response, the 2026-2027 program will incorporate more hands-on activities, small group discussions, and experiential learning opportunities to break up the session format and increase engagement. SGA will also significantly expand its marketing and outreach efforts ahead of the event, as a more intentional and early promotional strategy will ensure students have adequate time to plan to attend and remain for the full program.

These changes will improve the student's ability to serve as a leader on campus or as a general member of student organizations, thereby continuing to push the cycle of improvement forward. These changes will help increase both full-day participation and the quality of assessment data collected at the conclusion of the conference.

SO 2.0. Enhance the Greek community's knowledge and numbers by providing more programming.

Measure 2.1. Educate students as it relates to health and safety management through risk management initiatives. Offering educational sessions regarding risk management and hazing prevention and assessing the knowledge gained by providing an end of the academic year assessment. Success through this initiative is defined by the quantitative results of the instrument distributed to NSU (Northwestern State University) students each academic year. The goal will be for students to score at least 80% strongly agree + agree on each item of the assessment. The assessment will be distributed at the conclusion of the risk management training held in the Spring semester.

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. The Office of Greek Life worked with the Office of Student Activities to promote risk management and aversion as early as the first week of school through the Registered Student Organization Workshop. By working with Student Activities, we can begin training our student leaders and Greek leaders on this topic before they are introduced to our online training platform. The Director of Greek Life trained Greek Presidents twice a year in a Greek President's Council meeting. At the conclusion of the 2024-2025 school year, Greek students were issued an assessment with the following items:

- Feel prepared to host an event in compliance with risk management policies

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- 57.6% strongly agree, 33.3% agree, 9.1% neutral
- Have a better understanding of what is expected of my organization when hosting a social event
- 87.9% strongly agree, 12.1% agree
- Know what is permitted when posting or sharing PR about a social event
- 84.8% strongly agree, 15.2% agree
- Am able to train members of my organization on risk management guidelines
- 57.6% strongly agree, 36.4% agree, 6.1% neutral
- Better understand the risks associated with drinking games
- 90.9% strongly agree, 9.1% agree
- Can plan recruitment events without alcohol
- 90.9% strongly agree, 6.1% agree, 3% disagree
- I am aware of resources available to my organization to help plan safer social events
- 78.8% strongly agree, 21.2% agree
- Have a better understanding of what constitutes an event
- 75.8% strongly agree, 24.2% agree
- Can effectively implement a sober monitor program
- 81.8% strongly agree, 18.2% agree
- Feel educated on the topic of social event planning and risk management
- 78.8% strongly agree, 21.2% agree
- Understand how to secure a licensed and insured third party vendor for an event
- 57.6% strongly agree, 21.2% agree, 18.2% neutral, 3% disagree
- Know what to do if there is an emergency at a social event
- 75.8% strongly agree, 21.2% agree, 3% neutral
- Understand the need for risk management policies for social events
- 93.9% strongly agree, 6.1% agree

Based on the analysis of the AC 2024-2025 results, the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. The Office of Greek Life hosted risk management trainings for all Greek Presidents, and the Office mandated that if events with alcohol are being hosted, the entire chapter must attend these trainings. There were many areas that improved tremendously percentage wise from AC 2024-2025 to AC 2025-2026. The ability to plan and host recruitment events without alcohol is an area for improvement; therefore, that will be an area of enhancement and more programming in AC 2025-2026. The Office of Greek Life trained Greek Presidents in other risk management topics outside of events with alcohol, such as fire safety in residence halls and facilities, NARCAN training, and mental health awareness. These topics improved the scope of our trainings and enhance the knowledge of our student leaders.

As a result of these changes, in AC 2025-2026 the target was met. At the conclusion of the 2025-2026 school year, Greek students were issued an assessment with the following items:

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- Feel prepared to host an event in compliance with risk management policies
- 64.5% strongly agree, 27.4% agree, 6.5% neutral, 1.6% disagree
- Have a better understanding of what is expected of my organization when hosting a social event
- 74.2% strongly agree, 24.2% agree, 1.6% neutral
- Know what is permitted when posting or sharing PR about a social event
- 79% strongly agree, 17.7% agree, 3.2% neutral
- Am able to train members of my organization on risk management guidelines
- 62.9% strongly agree, 27.4% agree, 8.1% neutral, 1.6% disagree
- Better understand the risks associated with drinking games
- 79% strongly agree, 21% agree
- Can plan recruitment events without alcohol
- 85.5% strongly agree, 14.5% agree
- I am aware of resources available to my organization to help plan safer social events
- 75.8% strongly agree, 24.2% agree
- Have a better understanding of what constitutes an event
- 74.2% strongly agree, 24.2% agree, 1.6% neutral
- Can effectively implement a sober monitor program
- 77.4% strongly agree, 17.7% agree, 4.8% neutral
- Feel educated on the topic of social event planning and risk management
- 75.8% strongly agree, 22.6% agree, 1.6% neutral
- Understand how to secure a licensed and insured third party vendor for an event
- 56.5% strongly agree, 25.8% agree, 12.9% neutral, 4.8% disagree
- Know what to do if there is an emergency at a social event
- 77.4% strongly agree, 21% agree, 1.6% neutral
- Understand the need for risk management policies for social events
- 82.3% strongly agree, 17.7% agree

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. One area that the Office of Greek Life will work to improve is how to secure a third party vendor. In partnership with our risk management training program, Vector LMS, we will work to explain what a third party vendor is and how to secure one safely. The Director will also work to train Greek Presidents and RSO Presidents in different risk management tips to safely host events with and without alcohol.

These changes will improve the students' ability to plan and execute safer events within the school's risk management policy. Based on the objectives of the risk management and aversion trainings provided to students, increasing the training and providing it sooner in the school year will improve the student's ability to make rational decisions when it comes

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to planning and executing a social event as well as have a clearer understanding of the expectations when hosting such events.

Measure 2.2. Increase the number of students participating in the recruitment or intake processes occurring in the fraternity / sorority community in both the fall and spring semesters. Students will attend open houses, informational meetings, sisterhood events, brotherhood events, and other recruitment events to find a place in the Greek community at NSU. Following the recruitment processes, a total number of new members will be reported by each chapter to the Office of Greek Life. The goal will be for the Greek community to see an increase in new members each year.

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. The Office of Greek Life hosted partially structure recruitment for both the Interfraternity Council and the College Panhellenic Council. This assessment cycle, we saw a large increase in both councils due to these recruitment changes. To assist with the growth of the National Pan-Hellenic Council, the Office of Greek Life will work with chapter leaders in that council to host more informational sessions, more events to raise awareness, and to host more intake processes at the national headquarters' discretion and allowance. Our new member numbers increased overall from AC 2023-2024 to AC 2024-2025. In the National Pan-Hellenic Council (NPHC), there were 46 new members for the 2023-2024 academic year. For the 2024-2025 academic year, NPHC had 49 new members. In the Interfraternity Council (IFC), there were 80 new members for the 2023-2024 academic year. For the 2024-2025 academic year, IFC had 90 new members. In the College Panhellenic Council (CPC), there were 104 new members for the 2023-2024 academic year. For the 2024-2025 academic year, CPC had 95 new members. Overall, in AC 2023-2024, Greek Life had 230 new members. In AC 2024-2025, Greek Life had 234 new members.

Based on the analysis of the AC 2024-2025 results, the staff made the following changes in AC 2025-2026 to drive the cycle of improvement. The Office of Greek Life hosted informationals to enhance a student's understanding of Greek Life prior to attending any recruitment events for any of the three councils. A focus of the Office of Greek Life for AC 2025-2026 was academic enhancement and retention of new members. While there were 234 new members in the council, the retention of these new members is not guaranteed. The Office of Greek Life hosted a new member social within the first month of recruitment and intake processes to keep new members involved with one another despite joining separate chapters in the processes. Because of the recruitment changes in AC 2022-2023, it is time for a refresh and update in AC 2025-2026 to keep students engaged and excited about Greek Life. The councils evaluated their recruitment and intake processes to ensure the needs of participating students are met and all events are engaging.

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As a result of these changes, in AC 2025-2026 the target was met. In the National Pan-Hellenic Council (NPHC), there were 49 new members for the 2024-2025 academic year. For the 2025-2026 academic year, NPHC had 41 new members. In the Interfraternity Council (IFC), there were 90 new members for the 2024-2025 academic year. For the 2025-2026 academic year, IFC had 76 new members. In the College Panhellenic Council (CPC), there were 95 new members for the 2025-2026 academic year. For the 2024-2025 academic year, CPC had 124 new members. Overall, in AC 2024-2025, Greek Life had 234 new members. In AC 2025-2026, Greek Life had 241 new members.

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. Despite the numbers decreasing in two councils, Greek Life new member numbers increased overall. Each council sees ebbs and flows in numbers annually. The Office of Greek Life will work to promote the experiences by hosting more events as an office rather than only as individual councils. Two experiences we have scheduled are Greek Field Day in the fall and the return of Greek Weekend in the spring. These two events will promote Greek unity and recruit for Greek Life on a larger scale. We will host informationals, such as Greek 1010 to promote Greek Life and begin the recruitment process early. Furthermore, last summer, we launched an informational at Freshman Connection sessions and host them again this summer. To further support recruitment growth, the Office of Greek Life will launch an intentional social media marketing campaign centered on authentic, student-generated content across TikTok, Instagram, and Facebook. This campaign will encourage current members to document and share their Greek experience, from recruitment week and bid day to philanthropy events and sisterhood and brotherhood moments, using a unified NSU Greek Life hashtag to build visibility and drive interest among prospective members campuswide.

These changes will improve the student's ability to participate in a fun and informative recruitment or intake process prior to become a member of the Greek community, as well as stay engaged in membership for their time at NSU.

Comprehensive Summary of Key evidence of improvement based on the analysis of results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2025-2026. These changes are based on the knowledge gained through the AC 2024-2025 results analysis.

SO. 1:

1.1: The SGA implemented a mid-semester check-in assessment to identify knowledge gaps early and provide timely interventions rather than relying solely on pre/post testing. Furthermore, the SGA developed a peer-to-peer civic education component where

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experienced SGA members mentor new senators to strengthen knowledge retention and create a culture of civic engagement.

1.2 Developed a comprehensive marketing strategy to increase attendance back to previous levels while maintaining the high satisfaction ratings, targeting both NSU students and visiting schools with tailored outreach campaigns. Furthermore, SGA implemented a year-round speaker series that builds upon the conference themes to provide deeper exploration of high-demand topics (communication, career exploration, unity, etc.) throughout the academic year.

SO. 2:

2.1 The Office of Greek Life hosted risk management trainings for all Greek Presidents, and the Office mandated that if events with alcohol are being hosted, the entire chapter must attend these trainings. There were many areas that improved tremendously percentage wise from AC 2024-2025 to AC 2025-2026. The ability to plan and host recruitment events without alcohol is an area for improvement; therefore, that will be an area of enhancement and more programming in AC 2025-2026. The Office of Greek Life trained Greek Presidents in other risk management topics outside of events with alcohol, such as fire safety in residence halls and facilities, NARCAN training, and mental health awareness. These topics improved the scope of our training and enhanced the knowledge of our student leaders.

2.2 The Office of Greek Life hosted informationals to enhance a student's understanding of Greek Life prior to attending any recruitment events for any of the three councils. A focus of the Office of Greek Life for AC 2025-2026 was academic enhancement and retention of new members. While there were 234 new members in the council, the retention of these new members is not guaranteed. The Office of Greek Life hosted a new member social within the first month of recruitment and intake processes to keep new members involved with one another despite joining separate chapters in the processes. Because of the recruitment changes in 2022-2023, it is time for a refresh and update in AC 2025-2026 to keep students engaged and excited about Greek Life. The councils evaluated their recruitment and intake processes to ensure the needs of participating students are met and all events are engaging.

Plan of action | moving forward.

SO 1:

1.1 Having met the 80% posttest target for consecutive years, with median scores reaching 89% on the pre-test and 91% on the post-test, the SGA will evolve its civic programming by moving beyond measuring what members know to measuring what members do with that knowledge. In 2026-2027, the SGA will introduce an action-based civic engagement component beginning with a campus-wide voter registration drive, ensuring students are informed of key deadlines and empowered to participate in the democratic process. Additionally, the SGA will host a student-led campus town hall focused on real university issues, giving members a direct platform to apply civic skills in a meaningful way. Finally, civic education will extend beyond SGA membership

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through senator-led presentations to student organizations and through the existing Meet You There meeting structure, where senators will each take ownership of a civic engagement topic to share with the broader campus community.

1.2 While Leadership NSU saw strong overall attendance with 300 students participating, only 50 remained for the closing session, presenting a challenge to capturing accurate and representative data. To address this, SGA will explore converting the closing session from a dinner to a lunch format to better accommodate student schedules and encourage full-day participation. In addition, feedback from attendees indicated that the program's format felt heavily lecture-based, leaving students wanting more interactive and engaging experiences throughout the day. In response, the 2026-2027 program will incorporate more hands-on activities, small group discussions, and experiential learning opportunities to break up the session format and increase engagement. SGA will also significantly expand its marketing and outreach efforts ahead of the event, as a more intentional and early promotional strategy will ensure students have adequate time to plan to attend and remain for the full program.

SO.2:

2.1 One area that the Office of Greek Life will work to improve is how to secure a third-party vendor. In partnership with our risk management training program, Vector LMS, we will work to explain what a third-party vendor is and how to secure one safely. The Director will also work to train Greek Presidents and RSO Presidents in different risk management tips to safely host events with and without alcohol.

2.2: Despite the numbers decreasing in two councils, Greek Life new member numbers increased overall. Each council sees ebbs and flows in numbers annually. The Office of Greek Life will work to promote the experiences by hosting more events as an office rather than only as individual councils. Two experiences we have scheduled are Greek Field Day in the fall and the return of Greek Weekend in the spring. These two events will promote Greek unity and recruit for Greek Life on a larger scale. We will host informationals, such as Greek 1010 to promote Greek Life and begin the recruitment process early. Furthermore, last summer, we launched an informational at Freshman Connection sessions and host them again this summer. To further support recruitment growth, the Office of Greek Life will launch an intentional social media marketing campaign centered on authentic, student-generated content across TikTok, Instagram, and Facebook. This campaign will encourage current members to document and share their Greek experience, from recruitment week and bid day to philanthropy events and sisterhood and brotherhood moments, using a unified NSU Greek Life hashtag to build visibility and drive interest among prospective members campuswide.