

FRATERNITY 2021

*ΣΑΕ Greater Atlanta
Area Alumni Association
February 10, 2021*

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COVID-19 Impact & Implications to Higher Ed

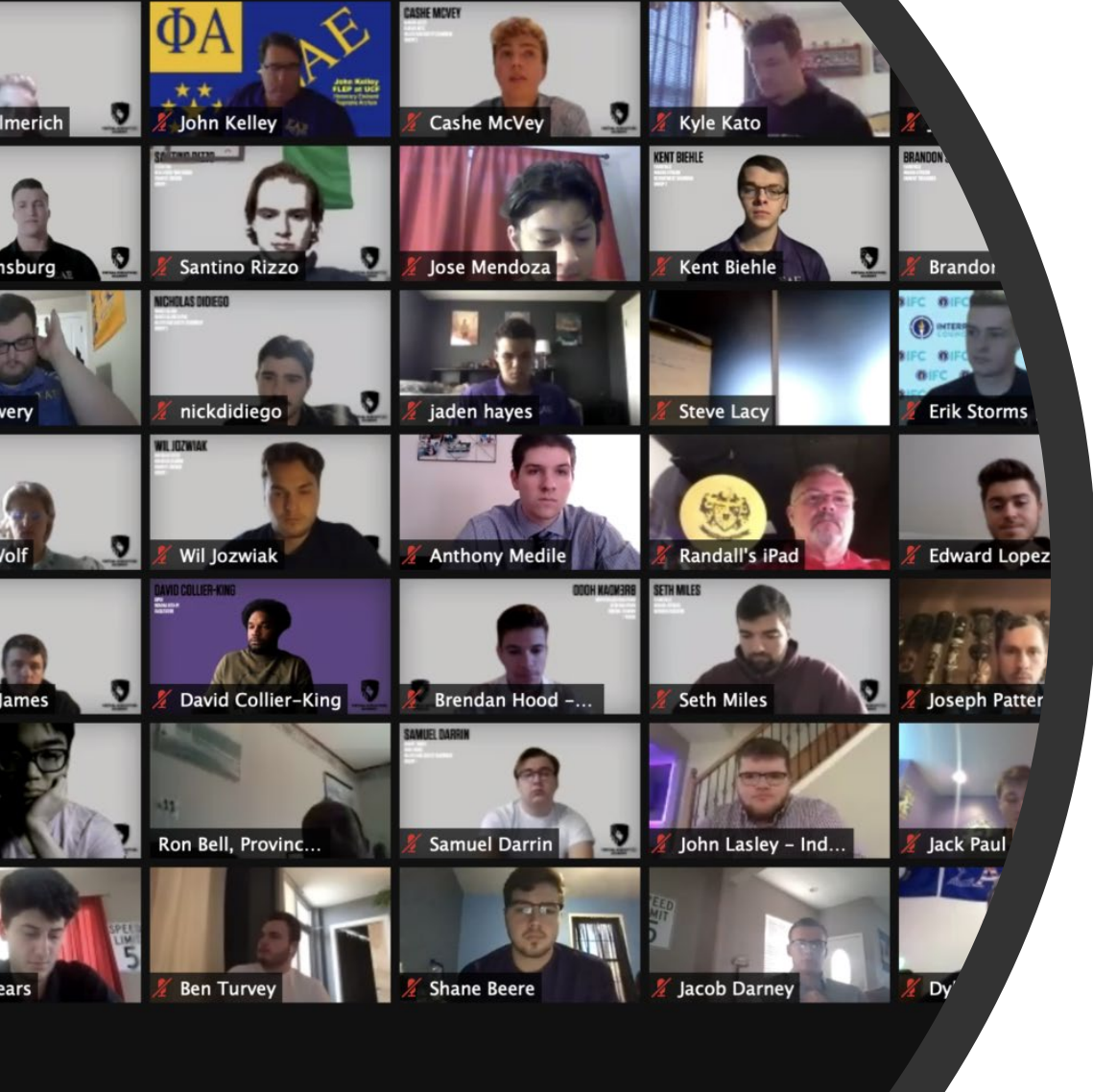
- Campus Closures & Course Delivery
 - Varies depending on type and size of institution
 - In spring 2020 nearly 1,300 colleges and universities in all 50 states cancelled in-person classes or shifted to online only instruction
 - Refunds in Student Fees for spring 2020 and some in fall 2020 (Housing, Student Activities, Dining, Parking, etc.)
 - “Scramble” to move instruction online – professors adapting course work from synchronous to asynchronous formats.
 - Nearly 200 of the private, liberal arts colleges in the US will likely close in the next year.



COVID-19 Impact & Implications to Higher Ed

- Student Retention
 - USC Center for Economic & Social Research Survey Found
 - 23% of Respondents reported an increase in family care responsibilities
 - 23% of Respondents reported a change in employment status as a result of COVID-19
 - 28% of Respondents reported an increased desire to be closer to home
 - Student Financial Aid / Support
 - Proposals by some agencies to increase maximum award amount of Pell Grant (currently \$6,345).
 - CARES Act & Increased costs associated with response to COVID-19 Impacts (Mental Health, Student Support Services)
 - Increase in requests or applications for Student Emergency Funds on campuses (Food, Housing, & access to technology for online learning such as laptops and reliable internet)





Fraternity & COVID-19

- Campus Closures & In-Person Operation Changes
 - Like institutions chapters were faced with decisions of refunds on dues, housing fees, meal plans, etc.
 - Spring 2020 OmegaFi & Bill Highway reports average accounts receivable payments dropped nearly 60% per member
 - Late fee forgiveness/waiver
 - Moving chapter operations into virtual setting - meetings, brotherhood, connections.



Fraternity & COVID-19

- Membership Recruitment & Retention
 - Decline of recruitment numbers
 - 90% of FSA responding to PhiredUp’s Survey reported a decrease in numbers related to men registering for IFC recruitment
 - 61% of the new members responding to the survey knew of at least some other students who chose to wait to join.
 - Recruitment “flex” shifted
 - Chapters who traditionally relied on big houses or party culture weren’t as successful recruiting in a virtual space as those that focused more on making connections and building relationships with potential members.

Fraternity & COVID-19

- Membership Recruitment & Retention Continued
 - Financial impacts of COVID preventing members from continuing with membership experience
 - Members quit or “go alum” because organization isn’t having traditional year or providing traditional experiences
- Reliance on Virtual vs. In-Person Experiences
 - Translation of signature events into virtual spaces
 - University Policies & State Local Laws/Ordinances
 - “Super Spreader” Events
- Brotherhood

An Administrator's Perspective

- Stakeholder Support / Resources
 - Chapter Presidents
 - Advisors & House Corporations
 - Campus Community Members
 - Outside the classroom affecting inside the classroom more than ever.
- What's Next?
 - Value proposition (essential skills, networking, connections)