

ANNUAL REPORT

July 2017 - August 2018



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About AFA

OUR MISSION & VISION

AFA enhances its members' abilities to foster impactful fraternity/sorority experiences. AFA is the catalytic force in aligning the fraternity/sorority experience with the changing dynamics and enduring principles of higher education.

CORE COMPETENCIES FOR EXCELLENCE

AFA's Competency Model identifies two domains of competency, Foundational Knowledge and Professional Skills, across 11 competency areas, for a total of 48 competencies. Each competency area includes between three and seven competencies that operationally define good practice in the fraternity/sorority profession.

Foundational Knowledge

Foundational knowledge includes information, concepts, and ways of thinking that are unique to fraternity/sorority life and essential to serving as a fraternity/sorority professional.

- **Governance:** Collegiate fraternal organizations are subject to various sources of authority, each with their own expectations. Fraternity/sorority professionals must accurately identify, interpret, navigate, and support compliance with these expectations.
- **Fraternity/Sorority Systems:** Collegiate fraternal organizations have many unique operating practices, and they operate across a variety of functional areas. Professionals must be familiar with, provide accurate advice about, and be able to navigate all relevant functional areas and operating practices.
- **Student Safety:** Collegiate fraternal organizations present both challenges and opportunities to enhance student safety on campus. Fraternity/sorority professionals must be familiar with the nature of these issues, the campus partners who work to prevent them, and research-supported strategies for addressing them.
- **Student Learning:** College students make significant gains in learning and development in college, and fraternity/sorority membership influences their outcomes. Fraternity/sorority professionals must be able to explain and apply theory, research, and good practice in student learning and development to their advising, training, and educational efforts.
- **Program Administration:** Fraternity/sorority professionals are responsible for contributing to the core functions of an organizational unit. They must be capable of identifying, managing, planning, and executing the basic duties of a departmental program.

Professional Skills

- Professional skills include abilities that help fraternity/sorority professionals excel in their positions.
- **Navigating Complexity:** Supporting collegiate fraternal organizations involves multiple functional areas and complex issues that have multiple causes and contributors with no perfect or obvious solutions. Fraternity/sorority professionals must be able to acknowledge, navigate, make quality decisions, and lead through these complex issues.
- **Operating Strategically:** There is no shortage of work to be done in supporting collegiate fraternal organizations, and not all work is equal in importance or urgency. Fraternity/sorority professionals must be able to coordinate multiple competing priorities, consider long-term implications of their work, use limited resources intentionally, and organize work in a way that produces the best results.
- **Driving Results:** Universities and fraternal organizations are being called to demonstrate measurable progress in the many issues they face. Fraternity/sorority professionals must be able to deliver on institutional/organizational outcomes and demonstrate effective use of institutional/organizational resources.
- **Working across Differences:** College fraternal organizations serve a diverse population of students and are supported by various stakeholders with contrasting viewpoints. Fraternity/sorority professionals must be able to engage productively with those who have differing experiences and views to create environments where people are valued, respected, treated with dignity, and given the opportunity to participate fully in the community.
- **Collaborating with Stakeholders:** Fraternities and sororities are supported by a network of stakeholders who each have their own authority, perspective, priorities, and interest in the community. Professionals who work with these organizations must take personal responsibility for working collaboratively with each stakeholder group in order to capitalize on shared interests and navigate conflicting priorities.
- **Driving Vision and Purpose:** Facilitating continuous improvement in fraternity/sorority life requires interpersonal skills to align stakeholders around shared aspirations for the future. Fraternity/sorority professionals must be able to dream, create, articulate, design, and champion a vision and milestones for fraternal organizations that support their mission and values.

Leadership

AFA EXISTS AS A VOLUNTEER DRIVEN ORGANIZATION, AND ITS SUCCESS RELIES UPON THE EFFECTIVENESS OF ITS VOLUNTEERS. THANK YOU TO THE BELOW INDIVIDUALS FOR YOUR DEDICATION AND SUPPORT.

EXECUTIVE BOARD

2018 *President:* Kara Miller McCarty, Cornell University
Justin Angotti, J.D. Candidate, George Mason University
Jason Bergeron, University of Houston
Ashlee Canty, North American Interfraternity Conference
Jarrod Cruz, Lambda Theta Phi Latin Fraternity, Inc.
Wendi Kinney, SUNY Geneseo
Joshua Schutts, Ph.D., University of West Florida

2017 *President:* Kara Miller McCarty, Cornell University
Justin Angotti, Pi Kappa Phi Fraternity
Jason Bergeron, University of Houston
Ashlee Canty, North American Interfraternity Conference
Justin Kirk, Delta Upsilon International Fraternity
Jessica Pettitt, Good Enough Now
Joshua Schutts, Ph.D., University of West Florida

FOUNDATION BOARD

Chair: Christian Wiggins, Chair, FarmHouse
Vice Chair: Carolyn Whittier, Ph.D., Valparaiso University
Secretary: Amanda Sloan, Northwestern University
Treasurer: Andy Huston, Sigma Alpha Mu
Kristin Torrey, Grants Chair, Vanderbilt University
Thad Doyle, University of Akron
Dan Faill, University of California, Los Angeles
Cassie Gerhardt, Ph.D., University of North Dakota
Jenni Jones, Alpha Gamma Delta

Ryan Lugabihl, Catalyst Agency
Archie Messersmith, North-American Interfraternity Conference
Ben Pendry, Western Carolina University
Jennifer Pierce, University of Tennessee
Cat Sohor, Pearson Education
Neil Stanglein, Delta Zeta Foundation
Amy Vojta, Rutgers, The State University of New Jersey
Bonnie Wunsch, Alpha Epsilon Phi
Ex Officio: Kara Miller, AFA President, Cornell University

CENTRAL OFFICE STAFF

Executive Director

Assistant Executive Director

Director of Education & Programs

Director of Marketing & Communications

Member & Client Service Associate

Graphic & Website Designer

Lynda Wiley, Ed.D.

Joslyn McGriff

Diana Coyle

Andrea Starks-Corbin

Jenn Heitmeyer

Justin England

lynda@afa1976.org

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diana@afa1976.org

andrea@afa1976.org

jenn@afa1976.org

justin@afa1976.org

Leadership

REGIONAL DIRECTORS

<i>Region I Regional Director</i>	Jazmyn Pulley	University of Pennsylvania
<i>Region II Regional Director</i>	Stephen Dominy	Austin Peay State University
<i>Region III Regional Director</i>	Nicki Rowlett	Delta Chi Fraternity
<i>Region IV Regional Director</i>	Abby McCollom	Iowa State University
<i>Region V Regional Director</i>	Lindsay Wright	University of Washington

COMMITTEE CHAIRS

<i>Professional Development Committee</i>	Dan Wrona	RISE Partnerships
<i>Research Committee</i>	Katherine O'Hagen	University of Missouri
<i>Annual Meeting Educational Programs</i>	Stephanie Baldwin	University of Colorado Boulder
<i>Annual Meeting Special Events</i>	Meghan Gibson	Pi Kappa Phi Fraternity
<i>Annual Meeting Fireside Chats</i>	Jackson Kamrath	University of Colorado Boulder
<i>Annual Meeting Grad Staff</i>	Emilie Dye	Duke University
<i>Graduate Student Experience</i>	Billy Boulden	Iowa State University
<i>Awards</i>	Lindsay Sell	Colorado State University
<i>Multimedia Director</i>	Steve Whitby	Catalyst Agency
<i>Nominations & Elections Committee</i>	Monica Miranda	University of South Florida
<i>Essentials Editors</i>	Amne Harrington	University of Delaware
	Jessie Ashton	East Carolina University
<i>Oracle Editors</i>	Jim Barber	College of William & Mary
	Kate Steiner	Radford University
<i>Perspectives Editors</i>	Noah Borton	Delta Upsilon Fraternity
	Emilee Danielson-Burke	Theta Xi Fraternity

PARTNER ORGANIZATIONS

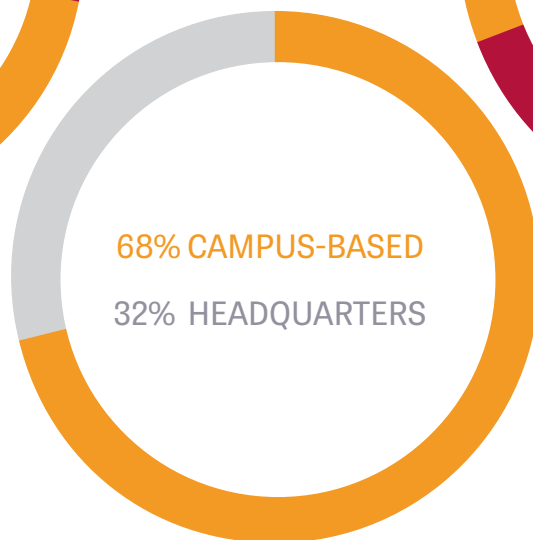
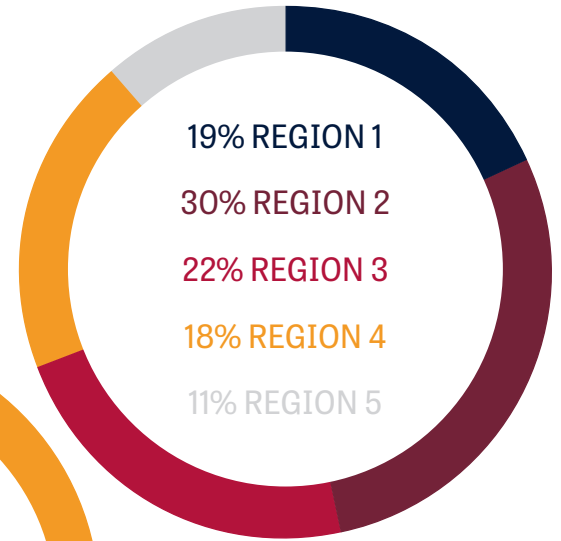
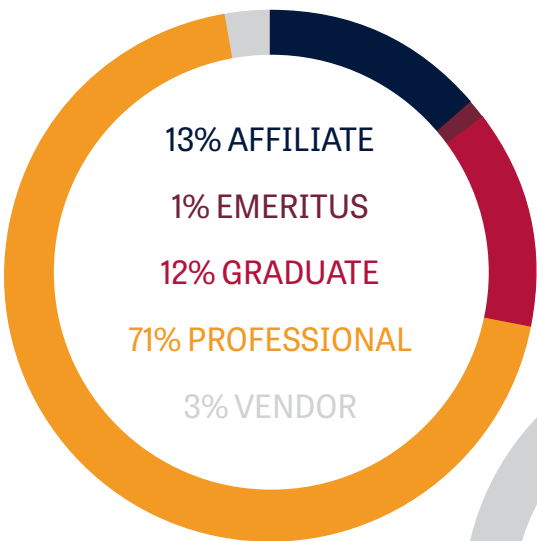
<i>Council for the Advancement of Standards in Higher Education (CAS) Liaison</i>	Dan Bureau, Ph.D
<i>Council for the Advancement of Standards in Higher Education (CAS) Liaison</i>	Monica Lee Miranda

OVER 140 INDIVIDUALS SERVED IN VOLUNTEER ROLES WITHIN THE ASSOCIATION INCLUDING BOARD, CHAIR, OR COMMITTEE POSITIONS.

Membership

MEMBER TYPE	REGION 1	REGION 2	REGION 3	REGION 4	REGION 5	TOTAL
Affiliate	57	68	37	29	23	214
Emeritus	1	1	5	2	3	12
Graduate	27	62	42	47	21	199
Professional	209	325	259	204	124	1,121
Vendor	6	11	14	4	7	42
Total	300	467	357	286	178	1,588

MEMBER TYPE	CAMPUS-BASED PROFESSIONAL	HEADQUARTERS PROFESSIONAL
Affiliate	20	36
Emeritus	2	1
Graduate	8	0
Professional	726	322
Total	756	359



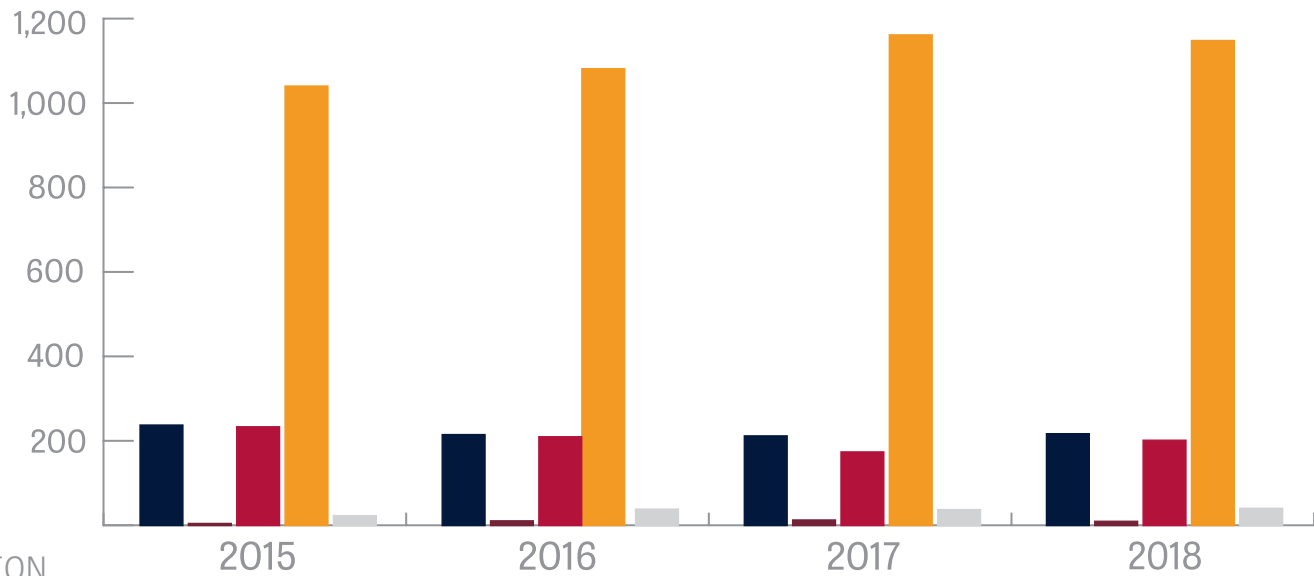
Membership

FOUR YEAR COMPARISON

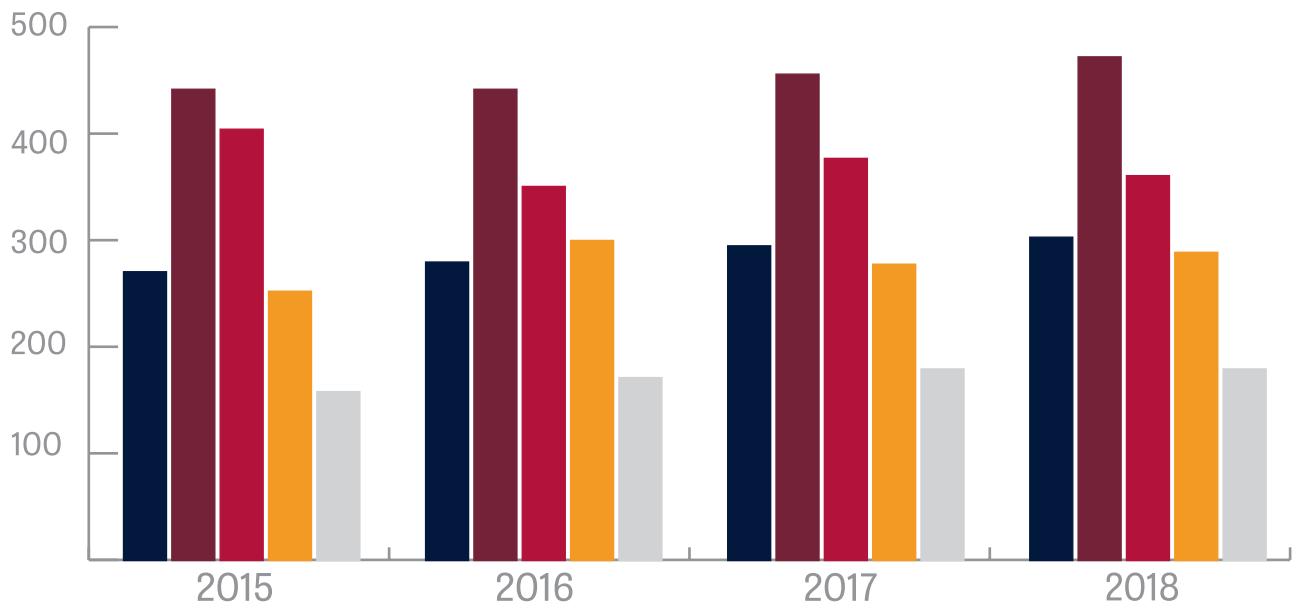
MEMBER TYPE	2015	2016	2017	2018
Affiliate	234	212	209	214
Emeritus	7	13	15	12
Graduate	230	207	172	199
Professional	1,016	1,056	1,134	1,121
Vendor	25	40	39	42
Total	1,512	1,528	1,569	1,588

REGION	2015	2016	2017	2018
Region 1	268	277	292	300
Region 2	437	437	451	467
Region 3	400	347	373	357
Region 4	250	297	275	286
Region 5	157	170	178	178
Total	1,512	1,528	1,569	1,588

MEMBER TYPE

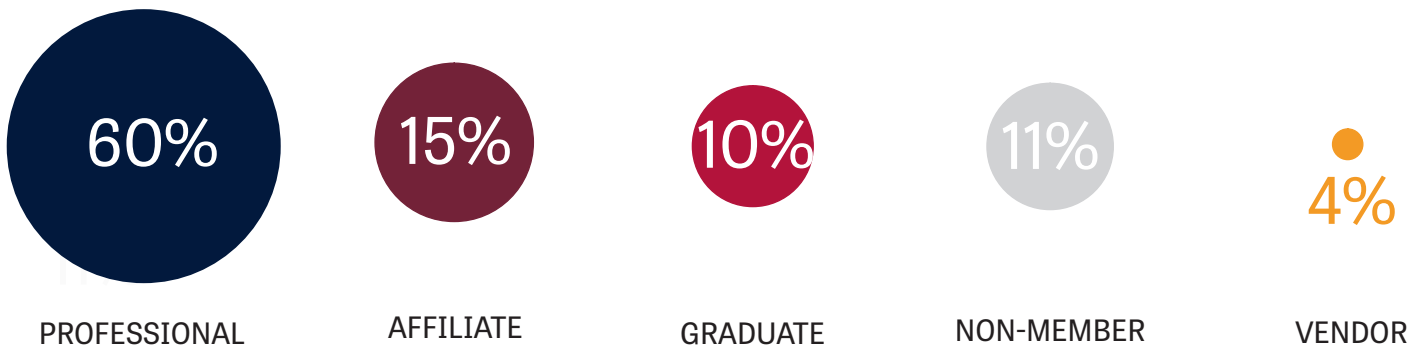


REGION



#AFAAM Recap

REGISTRATION BREAKDOWN



FOUR YEAR COMPARISON

YEAR	LOCATION	ATTENDEES
2017	Atlanta, GA	1,433
2016	Boston, MA	1,496
2015	Fort Worth, TX	1,374
2014	Nashville, TN	1,347

ON-SITE FUNDRAISING

The Foundation raises funds at the Annual Meeting via the sale of “Because You Believe” Stickers, donations in Honor Of award recipients, the Silent Auction, and more. Funds raised are used to fund Association education, grants, and scholarships directly benefiting members. In addition to the activities below, in 2017 the AFA Foundation raised \$1,490 through the Fun Run, \$566 at the inaugural Variety Show, and \$3,865 in on-site gifts. Thank you to all who donated and continue to support the auction as a donor and/or a buyer!

YEAR	LOCATION	“BECAUSE YOU BELIEVE” STICKERS	RAISED IN SILENT AUCTION
2017	Atlanta, GA	\$3,705	\$10,685
2016	Boston, MA	\$2,450	\$13,194
2015	Fort Worth, TX	\$5,325	\$15,078
2014	Nashville, TN	\$4,081	\$16,715

#AFAAM Awards

INDIVIDUAL AWARD RECIPIENTS

Jack L. Anson Award

Kaye E. Schendel, Delta Upsilon Fraternity

Dr. Kent L. Gardner Award

Melissa Vito, Ph.D., University of Arizona

Dr. Robert A. Shaffer Award

Mindy Sopher, North Carolina State University

Sue Kraft Fussell Distinguished Service Awards

Noah Borton, Delta Upsilon Fraternity

Thad M. Doyle, University of Akron

Jason R. Kilmer, Ph.D., University of Washington

Juan R. Guardia, Ph.D., University of Cincinnati

Veronica H. Moore, Delta Upsilon Fraternity

Gayle Webb New Professional Awards

Brittany Barnes, Purdue University

Kate Wehby, Alpha Sigma Tau Sorority

Shelley Sutherland Outstanding Volunteer Award

Lindsay Sell, Colorado State University

Emilee Danielson-Burke, Theta Xi Fraternity

Cassie Gerhardt, University of North Dakota

INSTITUTION & ORGANIZATION AWARD RECIPIENTS

Excellence in Educational Programming Awards

Miami University, *Online Orientation Course*

Gamma Phi Beta International Sorority, *REAL Leadership Experience*

Outstanding Change Initiative Awards

North Carolina State University, *Tailgate Reform*

Zeta Tau Alpha, *Harm Reduction and Wellness Strategic Plan*

Diversity and Social Justice Initiative Award

Kappa Alpha Psi Fraternity, Inc., *Learn 2 Live*

AFA/CoHEASAP Award

University of Vermont, *BASICS for Fraternity & Sorority Life*

PUBLICATION AWARD RECIPIENTS

Perspectives Award

Byron Hughes, Ph.D.: *How we Live and How we Don't Live Ethics*

Dr. Charley Eberly Oracle Award

Gentry McCreary, Ph.D., Nathaniel Bray, Ph.D., &

Stephen Thoma, Ph.D.: *Bad Apples or Bad Barrels? Moral Disengagement, Social Influence, and the Perpetuation of Hazing in the College Fraternity*

Essentials Award

Tara Fuller: *Professional Fears of Truthfulness & Accountability*

Educational Programs

AdvanceU is a virtual based classroom with programs designed to enhance the alignment of the fraternity/sorority experience with the changing dynamics of higher education. The goal is to provide programs each month that range from new skill development to application of new concepts, through the exploration of a wide variety of topics in higher education and work with fraternities and sororities. AFA members are able to think differently and work differently by learning about new ideas and topics through Advance U. Thanks to the generous support of Zeta Tau Alpha, AdvanceU is free to all members of AFA.

DATE	TITLE	PRESENTER(S)	REGISTERED	ATTENDED
9/28/17	Open Your Eyes: Race, Racism, and inclusion after Charlottesville	Lawrence Ross	120	72
1/23/18	Being “Inclusive” in an Exclusive Community: Examining Transgender Membership Within Private Fraternal Organizations	Stevie Tran, Sigma Phi Fraternity, Beth Stathos, Chi Omega Fraternity, & Nathan Arrowsmith, Osborn Maledon Law Firm	156	102
2/27/18	Insights for Using CAS Standards for Effective Professional Practice in Fraternity/Sorority Advising	Dan Bureau, University of Memphis, & Monica Miranda, University of South Florida	110	72
3/29/18	Insights for Partnerships with Purpose: The FEA and ASCA Joint Communication and Collaboration Guide	Laura Matthews, Lynn University, Tanner Marcantel, Theta Xi Fraternity, & Justin Angotti, Pi Kappa Phi Fraternity	343	216
5/16/18	I Need to Talk: Fraternity/Sorority Advisors and the Clery Act	Abigail Boyer, Clery Center	58	38
6/27/18	Insights for National Data on Fraternities and Sororities: Examining Student Expectations, Participation, and Outcomes	Ellen Stolzenberg, Higher Education Research Institute	230	158
8/22/18	Insights for a Framework for Addressing Disruptive & Dangerous Behavior on Campus	Brian Van Brunt, NaBITA	121	62
8/29/18	What Does this Mean for Me?: A Practical Application of How to Collaborate with Behavioral Intervention Teams	Allie Crouse Crolata, Delta Gamma, & Ro-Anne Royer Engle, Ball State University	57	32
TOTAL			1,195	752

ADVANCE U REGISTRATION INCREASED 23% AND ADVANCE U PROGRAM ATTENDANCE INCREASED 26% FROM THE 2016-2017 ANNUAL REPORT.

Educational Programs

FIRST 90 DAYS

Due to the continued support of Sigma Chi Fraternity the First 90 Days program, with curriculum designed by RISE Partnerships, LLC, reached 50 new professionals during fall 2017. This cohort-based program, specifically designed for campus-based professionals as they begin their careers as fraternity/sorority advisors, launched in September 2017 and ran until December 2017. The program was facilitated by Byron Hughes, Virginia Tech, and Melissa Kish, North American Interfraternity Conference.

GRADUATE TRAINING TRACK

At the 2017 Annual Meeting, 56 graduate students participated in the Graduate Training Track, endowed by Michelle Guobadia, University of North Carolina-Charlotte. Michelle's generous support will allow for new Graduate Training Track curriculum for the 2018 Annual Meeting and the opportunity to create continued graduate student programming allowing for their personal and professional development as they complete their graduate school journey and prepare for their future in the profession.

SUMMER DRIVE-INS

This summer, our drive-ins spanned coast-to-coast with 9 regional/state drive-ins hosted by AFA volunteers, with a reach of just over 200 attendees. Our average program attendance was 20 people. New this year, Lynda Wiley, Executive Director, was able to provide 5 virtual updates to connect with membership across the country to share the direction of AFA and field questions and feedback on how we can best support membership.

CORE COMPETENCIES ROLL-OUT

In the close of the 2017-2018 fiscal year, AFA launched our new Core Competencies. With this rollout, the Professional Development Committee create a self-assessment for professionals to utilize when action planning for their professional development. Over 250 responses to the core competencies self-assessment are being to assessed by the Professional Development Committee to identify opportunities for enhanced educational offerings based on membership needs.

CONNECTING AT REGIONAL CONFERENCES

AFA sponsored the Professionals' Institute: Relevancy is Based on Your Ability to Move People at AFLV Central and the Professionals' Institute: Solving Problems by Addressing needs at AFLV West. At NGLA, Region 1 members gathered together to discuss program interests and AFA involvement under the direction of Lynda Wiley, Executive Director, and Jazmyn Pulley, Regional Director-Region 1.

2017 ANNUAL MEETING EDUCATIONAL PROGRAMMING

The Association was able to offer the following educational initiatives at the 2017 Annual Meeting: 121 educational programs were offered in 8 educational blocks; 6 umbrella organizations hosted updates/open forums; 80 professionals attended the Seasoned Professionals Seminar presented by Dr. Walter M. Kimbrough; 100 professionals attended the New Professionals Seminar presented by Lori Hart, Ph.D.; over 50 graduate students participated in Graduate Training Track endowed by Michelle Guobadia; 40 graduates participated in the Order of Omega Case Study Competition; and 11 presenters shared their stories during Ignite Fraternity.

Communications

ORACLE: THE RESEARCH JOURNAL OF AFA

Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors is a peer-reviewed electronic journal dedicated to the study of fraternities and sororities. Under previous editor, Georgianna L. Martin, Ph.D., and new editor, Jim Barber, Ph.D., three issues were published in 2017-2018.

Volume 12, Issue 1, Summer 2017

Sorority Ritual Participation and Self-efficacy

Sylvia L. Mendez, Ph.D., University of Colorado Colorado Springs, Patty Witkowsky, Ph.D., University of Colorado Colorado Springs, Amanda Allee, Ph.D., University of Colorado Colorado Springs, Bryan Christensen, Ph.D., United States Air Force Academy Preparatory School, and Colleen Stiles, Ph.D., University of Colorado Colorado Springs

Social Integration of Sorority Women Living in Residence Halls

Roger Wessel, Ph.D., Ball State University and Molly Salisbury, MA, Creighton University

The Conceptualization of Sisterhood Within the Collegiate Sorority: An Exploration

Sarah Cohen, M.Ed., Indiana University, Gentry McCreary, Ph.D., Dyad Strategies, LLC, Joshua Schutts, Ph.D., University of West Florida

Sorority Women, Drinking, and Context: the Influence of Environment on College Student Drinking

Jill Russett, Ph.D., Christopher Newport University

Living Memory: What It Portends When the Founders Still Live

Ari Stillman, Fuel Cyle

Volume 12, Issue 2, Winter 2017

Universally Espoused Fraternal Values on College and University Campuses: Commonplace or Coincidence?

Ashley Tull, Southern Methodist University, and Andrew Shaw, University of Texas at Dallas

Defining Hazing: Gender Differences

Daniela Véliz-calderón, Pontificia Universidad Católica De Chile, and Elizabeth J. Allan, University of Maine

Devising and Testing a Measure of Fraternal Sisterhood

Joshua Schutts, Ph.D., University of West Florida, Gentry McCreary, Ph.D., Dyad Strategies, LLC, and Sarah Cohen, M.Ed., Indiana University

Communications

Intersectional Value? A Pilot Study Exploring Educational Outcomes for African American Women in Historically Black Sororities Versus Non-historically Black Sororities

Donald Mitchell, Jr., Bellarmine University, John Gipson, Purdue University, Jakia Marie, University of Louisville, and Tiffany Steele, the Ohio State University

Risky Recruitment: How Rape Myth Acceptance Among Potential New Sorority Members Is Related to Their Self-efficacy to Prevent Sexual Assault and Perceptions of University Sexual Assault Reporting

Rebecca R. Ortiz, Ph.d., Syracuse University, and Bailey Thompson, Ph.d., Stephen F. Austin State University

Volume 13, Issue 1, Summer 2018

On Greek Row: Diversity, Socially Responsible Leadership and Fraternity and Sorority Membership

Eugene T. Parker, University of Kansas and Ernest Pascarella, University of Iowa

Deconflating Buffoonery and Hazing: a Two-factor Model of Understanding Maladaptive New Member Activities

Rodney W. Roosevelt, Arkansas Tech University

A Document Analysis of Anti-hazing Policy

Cristobal Salinas Jr., Florida Atlantic University, Michelle Boettcher, Clemson University, and Jennifer Plagman-galvin, Iowa State University

A Positive Spin on a Negative Narrative: How the Media Portrays Fraternities and What Fraternities Can Do About It

Zachary Taylor, Jennifer Zamora, Arianne Mcardle, and Mario Villa, University of Texas at Austin

PERSPECTIVES

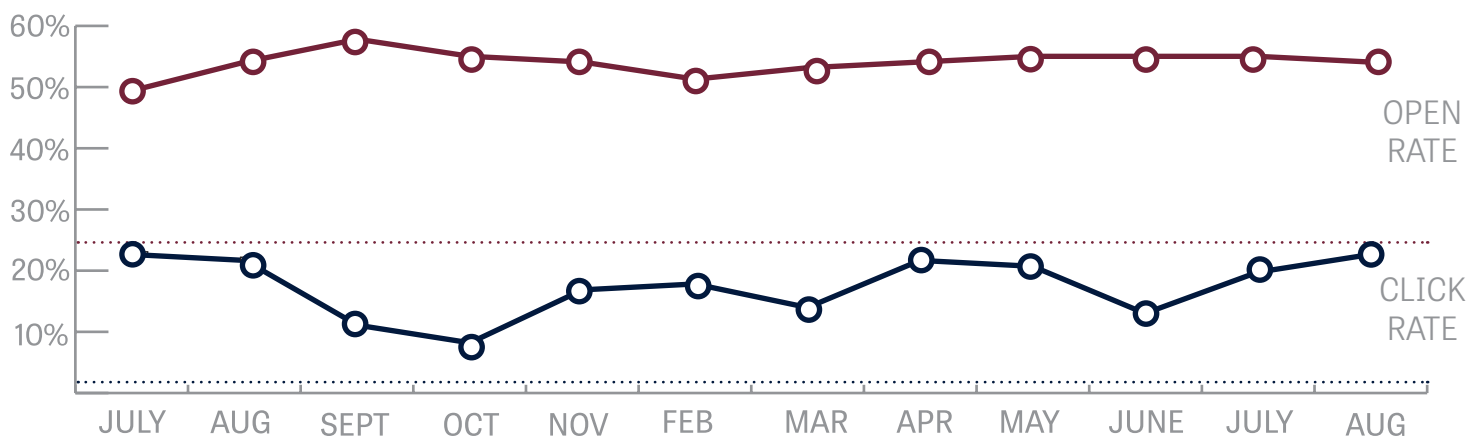
As a quarterly magazine, *Perspectives* provides a forum for research, ideas, and information related to fraternities and sororities. *Perspectives* promotes the exchange of various angles, arguments, contexts, and experiences to stimulate a deeper understanding of fraternity and sorority advising, education, programs, and policies. Between July 2017 and August 2018, four quality issues were released covering the topics of: hot topics in fraternity/sorority life, advocating for the experience, alcohol prevention, and legal issues.

Communications

ESSENTIALS

Essentials is a monthly educational e-publication provided to AFA members to explore selected topics. Each publication seeks to start conversations around the way we approach our work and to illuminate innovative ways of pushing the fraternal movement forward. Editions are typically published on the second Wednesday of each month from February to November.

MONTH	RECEIVED	# OPENED	OPEN RATE	# OF CLICKS	CLICK RATE
July 2017	2,043	1,004	49%	230	23%
August 2017	1,580	855	54%	185	22%
September 2017	1,127	659	58%	73	11%
October 2017	1,359	754	55%	59	8%
November 2017	1,860	996	54%	171	17%
February 2018	1,774	898	51%	165	18%
March 2018	1,580	832	53%	119	14%
April 2018	1,586	863	54%	191	22%
May 2018	1,599	878	55%	180	21%
June 2018	1,587	872	55%	117	13%
July 2018	1,646	906	55%	178	20%
August 2018	1,686	906	54%	206	23%
2017-2018 Average	1,619	869	54%	156	18%
2016-2017 AVERAGE	2,362	1,080	48%	209	20%



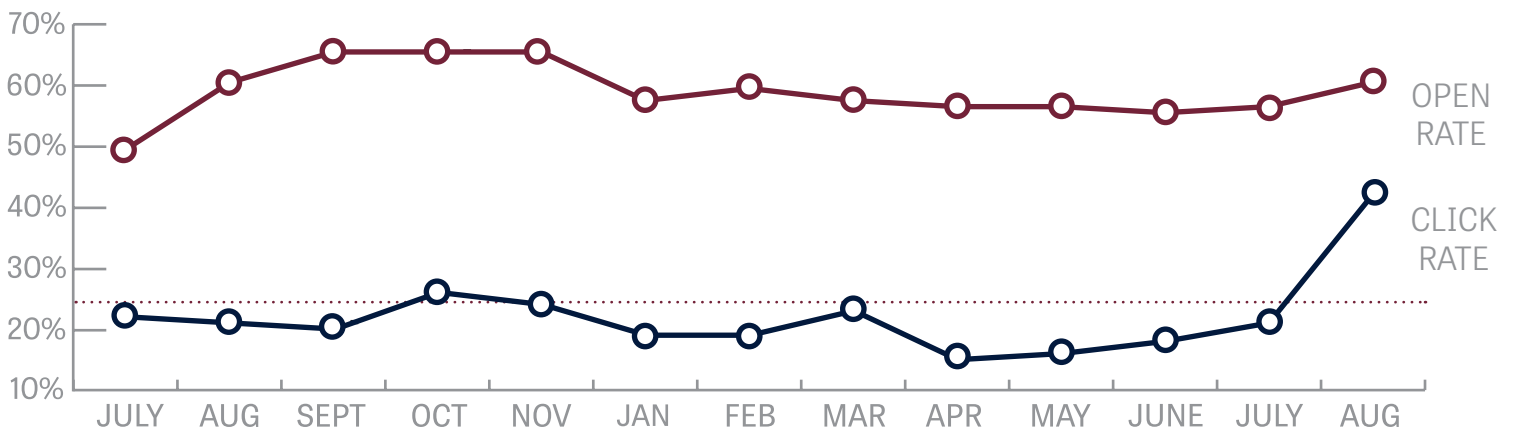
PER 2018 MAILCHIMP EMAIL MARKETING BENCHMARKS, THE INDUSTRY STANDARDS FOR NON-PROFIT ASSOCIATIONS ARE AN OPEN RATE OF 24.11% AND A CLICK THROUGH RATE OF 2.57%.

Communications

ASSOCIATION UPDATE

The Association Update is a monthly e-newsletter for AFA members to provide announcements, updates, and reminders about Association business and events. It also includes the Minute With The Board which provides the Board of Directors the chance to share their thoughts with the membership.

MONTH	RECEIVED	# OPENED	OPEN RATE	# OF CLICKS	CLICK RATE
July 2017	1,831	897	49%	196	22%
August 2017	1,591	954	60%	205	21%
September 2017	1,086	703	65%	138	20%
October 2017	1,324	859	65%	226	26%
November 2017	1,415	919	65%	225	24%
January 2018	1,541	879	57%	166	19%
February 2018	1,728	1,022	59%	195	19%
March 2018	1,590	912	57%	211	23%
April 2018	1,602	897	56%	137	15%
May 2018	1,598	899	56%	141	16%
June 2018	1,600	880	55%	158	18%
July 2018	1,642	919	56%	191	21%
August 2018	1,684	1,008	60%	426	42%
2017-2018 Average	1,556	904	58%	201	22%
2016-2017 AVERAGE	2,431	1,123	48%	264	24%



Communications

WEB ANALYTICS

Per Google Analytics, the number of sessions has increased since the prior Annual Report. A session is counted when a user is actively engaged for any period of time on the website. Engagement can be anything from screen views to event registration and e-commerce.

115,224
SESSIONS
+17.83%

77.2%
% NEW USERS
+87.02%

50,111
USERS
+18.49%

2:33 Min.
AVE. SESSION
-4.9%

3.05
AVE. PAGES
PER SESSION
-3.17%

351,745
PAGE VIEWS
+14.2%

SOCIAL MEDIA



PAGE LIKES
3,710 +6%

IMPRESSIONS
308,168 -72%

POST LIKES
3,112 -28%

COMMENTS
222 -43%

TOTAL SHARES
260 -43%

TOTAL POSTS
249 +24%



FOLLOWERS
4,262 +4%

MENTIONS
707 +12%

RETWEETS
521 -23%

TOTAL TWEETS
675 -31%

PROFILE VISITS
10,963 +6%

POTENTIAL IMPRESSIONS
452,100 -4%



FOLLOWERS 104

PINS 137

BOARDS 5

AVERAGE DAILY IMPRESSIONS 104



FOLLOWERS 890

POSTS 110

STAY CURRENT BY FOLLOWING AFA:

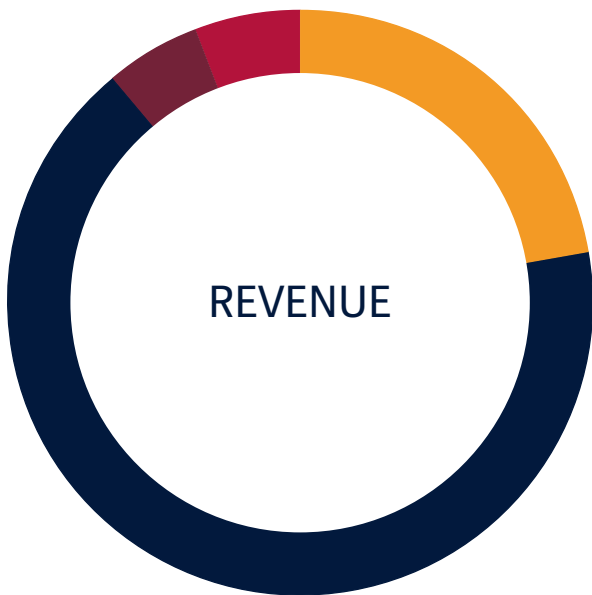
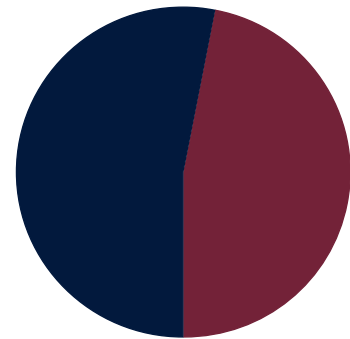
facebook.com/AFA1976
twitter.com/AFA1976
pinterest.com/AFA1976
instagram.com/1976afa

Financials

In August of 2017, the membership voted to change the fiscal and membership year from July 1 - June 30 to September 1 - August 31. Individuals who renewed their membership prior to September 1, 2017 received member benefits through August 31, 2018 regardless of the date of their member renewal. The figures below represent the ammended 2017 - 2018 fiscal year.

FISCAL YEAR 2018 FINANCIAL OVERVIEW

■ Revenue	\$928,262
■ Expenses	\$817,727
Investments	\$25,902
Change in Net Assets	\$136,437



■ Dues	\$208,300
■ Conference & Educational Programs	\$617,822
■ Educational Grants & Related Contributions	\$49,836
■ Other Income	\$52,304



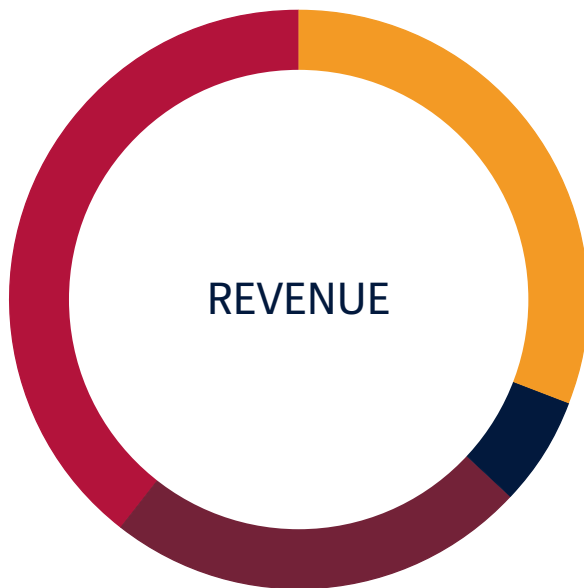
■ Conferences & Events	\$293,231
■ Personnel Expenses	\$252,422
■ General Administration	\$253,186
■ Communication & Publications	\$18,888

Foundation

THE MISSION OF THE AFA FOUNDATION IS TO SECURE, INVEST AND DISTRIBUTE THE NECESSARY RESOURCES TO SUPPORT THE EDUCATIONAL OBJECTIVES OF AFA AND OTHER RELEVANT RESEARCH, SCHOLARSHIP AND EDUCATIONAL PROGRAMMING THAT FURTHERS THE FRATERNITY/SORORITY ADVISING PROFESSION.

FINANCIALS

FISCAL YEAR ENDING 8/31/18



Annual Fund	\$75,133.64
Annual Meeting Fundraising	\$15,979.62
Grants & Scholarships	\$57,752.65
Endowments	\$95,043.47
Total Income	\$243,909.38

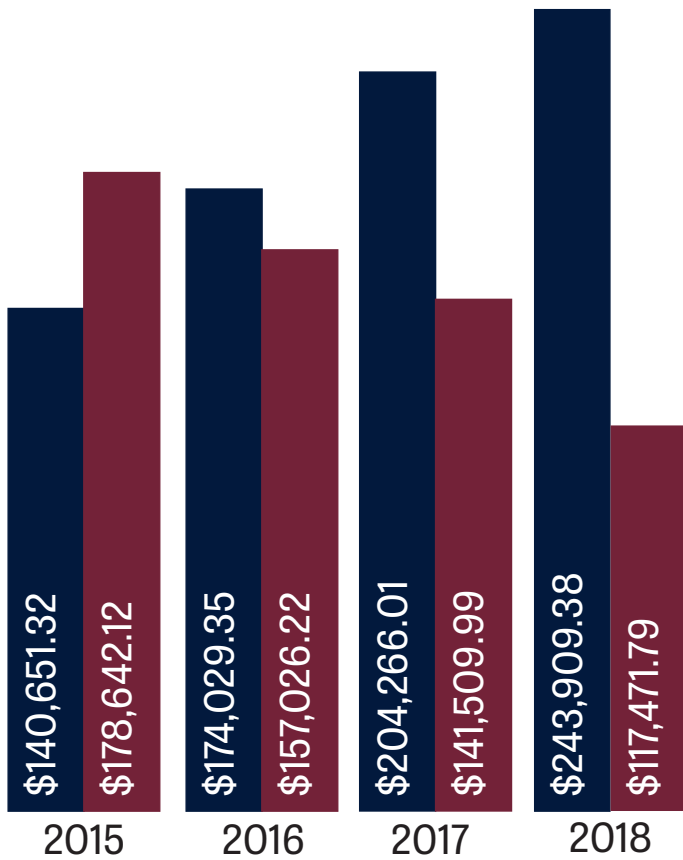
Fundraising	\$2,349.31
Grants & Scholarships	\$55,335.66
Operations	\$58,526.01
Marketing	\$610.81
Other	\$650
Total Expenses	\$117,471.79

In August of 2017, the membership voted to change the fiscal and membership year from July 1 - June 30 to September 1 - August 31. The AFA Foundation also adopted the new fiscal year, so the figures above represent the ammended 2017 - 2018 finances.

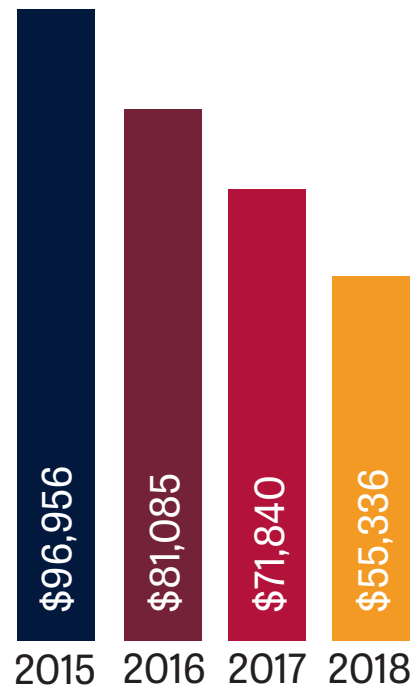
Foundation

GRANTS FUNDED TO AFA

Annual Meeting Programming	\$14,052.10
Annual Meeting Scholarships	\$11,876
Association Programming	\$23,907.56
Individual Research Grants & Awards	\$5,500
Total	\$55,335.66



**FINANCIAL HISTORY
4 YEAR COMPARISON**
■ INCOME ■ EXPENSES



**AFA GRANT HISTORY
4 YEAR COMPARISON**

Foundation

ANNUAL GIVING

SEPTEMBER 1, 2017 - AUGUST 31, 2018

BELIEVER'S CLUB \$1,000+

Ron Binder	Alpha Chi Omega Fraternity	Delta Zeta Foundation	RISE Partnerships
Daniel & Amanda Bureau	Alpha Delta Pi Foundation	FarmHouse Fraternity & Foundation	Sigma Alpha Mu Fraternity
Cassie Gerhardt	Alpha Delta Pi Sorority	Kappa Kappa Gamma Fraternity	Sigma Chi Fraternity
Michelle Guobadia	Alpha Epsilon Phi Sorority	Lambda Chi Alpha Fraternity	Sigma Kappa Sorority
Sonia Margolin ImMasche	Alpha Epsilon Pi Fraternity & Foundation	National Panhellenic Conference	Sigma Phi Epsilon Fraternity
Thomas & Rebecca Jelke	Alpha Gamma Delta Fraternity	Order of Omega	Sigma Sigma Sigma Sorority
Jessica Pettitt	Alpha Sigma Tau National Sorority	Pi Kappa Alpha International Fraternity	Sigma Tau Gamma Fraternity Inc.
Joshua & Katrina Schutts	Beta Theta Pi Foundation	Pi Kappa Phi Fraternity & Foundation	The Catalyst Agency
Bonny Shade	The Chi Psi Educational Trust		Zeta Beta Tau Fraternity
David Stollman	Delta Gamma Fraternity		
Amy Vojta			
Carolyn E. Whittier			
Scott & Lynda Wiley			
#FamDinAFA			

ADVISOR'S CLUB \$500-\$999

Jason Anhorn	Andy & Amber Huston	Cindy H. Stellhorn	For College For Life
Jason Bergeron	Justin & Heather Kirk	Todd C. Sullivan	Kappa Phi Lambda Sorority, Inc.
Meredith A. Bielaska	Ryan Manning	Kristin Torrey	Lambda Upsilon Lambda Fraternity, Inc.
Victor & Megan Boschini	Robert Marias	Suzette Walden Cole	Rho Lambda National Honorary
Dave Conner	Gentry McCreary	Allen E. White Jr.	
Jarrold Cruz	William Nelson	Christian Wiggins	
John DiSarro	Willy Rivas	Bonnie Wunsch	
William Frankenberger	Melanie Rodriguez	Alpha Psi Lambda National, Inc.	
Mariamne Harrington	Kate Steiner		

Foundation

1976 CLUB \$200-\$499

Nicholas Amster	Michael Hayes	Tracy Machtan	Gregory Singleton
Libby Anderson	Hara Henshell	Dennis Mahoney	Amanda Sloan
Justin Angotti	G. Andrew Hohn	Jan Maisch	Catherine Sohor
Anne Arseneau	Lauren A. Hopkins	Joslyn McGriff	Thomas Stahan
Brittany Barnes	M. Spencer Hudec	Mike McRee	Neil E. Stanglein
Noah Borton	Jackie Isaacson	Archie Messersmith-Bunting	T.J. Sullivan
Jonathan Brant	Christopher Jefferson	Kara S. Miller McCarty	Jacob Tidwell
Brandon Cutler	Vanessa Jimenez	Ryan Miller	Richard Walker
LuAnn Daniel	Jenni S. Jones	Christopher Miofsky	Charles Warner
Bethany Deines	Kyle F. Jordan	Veronica Moore	Josh Welch & Annie Carlson Welch
Lindsey Dever	Kelly Jo Karnes Hendricks	Andrew Paley	Susan West
Shelly Brown Dobek	Michael Keane	Ben & Jenna Martin Pendry	Michael Wiseman
Stephen D. Dominy	Wendi Kinney	Mary Peterson	Gary Wiser, Jr.
Thad M. Doyle	Jean Marie Komyathy	Zachariah Pfeifer	Angela Zemke
Robert Dudolski	Sue Kraft Fussell	Jennifer Pierce	Alpha Chi Rho Educational Foundation
Ashley Dye	Carson Lance	Jazmyn Pulley	Kappa Delta Rho Fraternity
Charles Eberly	Steven Latour	Ronald Ransom, II	Manley Burke LPA
Anne Emmerth	Matthew Lenno	Kaye Schendel	Theta Phi Alpha Fraternity
Daniel Faill	Jennifer Leung	Bernard Schulz	
Kyle Fowler	John Logan	William M. Scott	
Sarah Franciscus	Grace Lopez	Hannah Seoh	
Richard Funk	J.D. Louk	Zach Shirley	
David H. Hartwig	Ryan Lugabihl	Annalise Sinclair	

AMICUS SEQUENTIS CIRCLE

Ronald S. Binder	Cassie Gerhardt	Kelly Jo Karnes Hendricks	T.J. Sullivan
Jonathan & Mindy Brant	Sue Kraft Fussell & Scott Fussell	M. Spencer Hudec	Lisa & Kevin Swiontek
Daniel & Amanda Bureau	Michelle Guobadia	Justin & Heather Kirk	Shane Taylor
Kelly & Joni Knight Burke	Michael Hayes & Phillip Rotherich	William Paris	Amy Vojta & John Logan
Thad Matthew Doyle	Jackie Isaacson	Ben & Jenna Martin Pendry	Charlie Warner
Daniel Faill	Thomas & Rebecca Jelke	Karyn Nishimura Sneath & Steve Sneath	Carolyn E. Whittier, Ph.D.
Michael Farley	Bill & Carmalieta Jenkins	Neil E. Stanglein	
Melissa Flanagan	Jenni S. Jones	David Stollman	
Rick Funk			

Foundation

ANNUAL MEETING SPONSORS

SCHOLARSHIP SPONSORS

Endowed Scholarships

Alpha Delta Pi Margaret Anne MacDonald Bundy Memorial Endowed Scholarship
Amy Vojta Scholarship funded by Chi Psi Fraternity
Beth Saul Gamma Sigma Alpha Scholarship
Bonnie Wunsch/Northeast Greek Leadership Association Scholarship
Bowling Green State University Scholarship
CAMPUSPEAK, Inc. Scholarship
Chi Epsilon Founders Scholarships
Dick McKaig IFI Graduate Scholarship
Linda Wardhammar Scholarship funded by Gamma Phi Beta Sorority
Marlin-Bradley Ally Scholarship funded by Blake Bradley
Monica Lee Miranda Scholarship
Past Presidents Scholarship

Sigma Phi Epsilon Fraternity Scholarship
Sigma Sigma Sigma Sorority Scholarship
Thomas B. Jelke Graduate Scholarships
Zeta Phi Beta Sorority, Inc. Scholarship

Annual Scholarships

Dr. Ron Binder Scholarships
Douglas K. Lange Council for the Advancement of Standards Scholarship funded by Dan & Amanda Bureau
Jennifer Jones Hall Scholarships funded by the AFA Foundation
Michelle Guobadia Graduate Scholarships
Order of Omega Scholarships
Sigma Kappa Annual Meeting Scholarship
Todd C. Sullivan Scholarship

PLATINUM SPONSORS

Beta Theta Phi

Opening General Session

GreekYearbook

Headshots & Conference Photography

Phired Up, Techni Phi, & Innova

Connections Kickoff, Welcoming Committee, and Dessert Reception

CAMPUSPEAK

Conference WiFi

LaunchPoint

Ignite Fraternity

Delta Gamma

Closing General Session

