



2025 Annual Meeting Content Focus Areas

This report outlines educational content focus areas for the 2025 Annual Meeting. These areas were intentionally crafted and guided by [AFA's strategic plan](#) and member feedback collected through the February 2025 Association micro-survey and the 2024 AFA Annual Meeting attendee evaluation.

AFA will accept and consider education on all topics that elevate the standard for effective professional practice in working with sororities and fraternities in higher education. For the 2025 Annual Meeting, AFA will give special consideration to education related to the following content focus areas.

Developing Skills in Human Resources and Leadership

Fraternity/sorority professionals are responsible for leading the operations of an organizational unit, including through key responsibilities like personnel management. Education that helps to build knowledge and skills in staff/volunteer supervision, leadership, change management, and strategic thinking will help to expand the competency of current and emerging leaders in the profession. Additional opportunities exist to build the capacity of professionals to lead professionals of increasingly diverse backgrounds and experiences, better navigate organizational politics, and enhance critical thinking and problem solving skills.

Using Data and Assessment to Drive Decision-Making

In an increasingly complex higher education landscape, fraternity/sorority professionals are called to demonstrate measurable progress in the many issues they face and demonstrate effective use of institutional/organizational resources. Furthermore, fraternity/sorority professionals are being asked to ground decisions in data, research, and evidence-based practices. Consider opportunities to discuss strategies for using data to guide operations, share assessment best practices to measure program effectiveness and student learning, and demonstrate how data can inform organizational growth and retention.

Building Capacity in Operational and Resource Management

Fraternity/sorority professionals must be capable of managing, planning, and executing the basic duties of an organizational unit, including the management of financial and operational systems. This also includes the effective prioritization of responsibilities to manage multiple competing priorities and use limited resources intentionally. Skills in financial management,

project management, and fundraising can help fraternity/sorority professionals consider the ways in which they may need to adapt their financial and operational systems to more intentionally fund the various programs and services they provide.

Designing, Executing and Evaluating Effective Programs

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 development and execution, and related skills such as program design, event planning, and evaluation, are necessary to build solutions to solve problems faced by members, organizations, and fraternity/sorority communities and to facilitate continuous improvement.

Enhancing Student Safety & Accountability

Collegiate fraternal organizations present both challenges and opportunities to enhance student safety on campus. The nature of these issues is ever-evolving and fraternity/sorority professionals must be equipped with the knowledge, skills, and best practices to promote student/organizational health and safety and implement appropriate intervention and accountability strategies after an issue occurs. More specifically, programming in this area will elevate professional practice in prevention, accountability, and crisis management.

Advancing Diversity, Equity, Inclusion, & Access (DEIA)

AFA has been, and continues to be, clear about the importance of diversity, equity, and inclusion in the landscape of not only the fraternity and sorority experience, but the college student experience more broadly. Diverse and inclusive communities provide documented educational benefits to college students and best prepare students to engage in the work of an increasingly global society; the deep diversity of our global fraternity and sorority community is the learning laboratory through which those benefits are realized. We invite educational programming that discusses strategies to elevate the professional practice of DEIA amidst a changing political landscape, highlights programs that enhance member access to and belonging as part of the fraternity/sorority experience, and shares resources and models for promoting cultural transformation and inclusive leadership.