

# GreekLifeEdu

## A Unique Opportunity

College is a chance for students to pursue their education and personal development, both inside and outside the classroom. Students joining a fraternity or sorority have the unique opportunity to build critical life skills, from friendship and leadership to stewardship and scholarship. Through interactions with peers and community involvement, students are developing values and relationships that will last well beyond their college years.

Despite these opportunities, fraternity and sorority students have long faced heightened risk of substance abuse, hazing, and sexual assault. While Greek national organizations have increasingly dedicated resources to programming efforts from a risk management perspective, the need is clear to approach these issues from a preventative perspective.

*GreekLifeEdu* is EverFi's premier online learning platform addressing the critical issues of alcohol awareness, sexual assault, and hazing for incoming fraternity and sorority members. By leveraging the latest research and trends and incorporating multiple evidence-based learning theories, *GreekLifeEdu* achieves behavior change objectives and helps students practice safe decision-making.

## Building Community Values

*GreekLifeEdu* allows new members to better understand their strengths and values, helping them apply these personal attributes to situations they may face in college. Throughout the course, students are reminded of their values--and those of their organization--and challenged to consider ways to leverage them throughout different scenarios. By presenting reflective and interactive exercises in a concise and engaging online format, *GreekLifeEdu* helps students learn--and practice--ways to stay safe and assist others.



1 IN 5

WOMEN AND  
1 IN 16 MEN WILL  
EXPERIENCE  
SOME FORM OF  
NON-CONSENSUAL  
SEXUAL ACTIVITY  
IN COLLEGE.

ALCOHOL IS  
INVOLVED IN UP TO

75%

OF CAMPUS SEXUAL  
ASSAULTS.

87%

OF GREEK STUDENTS  
BELIEVE THAT  
HAZING IS NOT  
AN ESSENTIAL  
PART OF THEIR  
ORGANIZATION.

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EverFi's Higher Education digital learning platform provides comprehensive and effective solutions to the critical 'wellness' issues that fundamentally impact students throughout college and beyond.

# The Educational Experience

*GreekLifeEdu* uses a population-level approach to educate students about behaviors that compromise personal safety and challenge preconceived social norms. The 90-minute course presents:

## *The true story*

The real impact of alcohol, hazing, and sexual assault on all members of the campus community

## *Skills-based content*

No judgment, just real-life skills that students can use to stay safe—from pouring a standard drink to identifying hazing

## *Realistic situations*

Students practice decision-making and taking action, such as helping a friend with alcohol poisoning and supporting a victim of sexual assault

## *Positive norms*

Most students *will* and *do* support policies and practices that keep them and others safe

## *Organization-specific resources*

Custom policies, procedures, resources, and key staff contacts

## Benefits to Your Organization

- Educate new members on vital subjects via a concise, accessible, and engaging online platform
- Mitigate organizational risk, liability, and negative reputational repercussions
- Protect and better serve students by helping to build safer communities
- Develop enhanced, targeted, and data-driven prevention programs



## COURSE FEATURES

- Modules on alcohol, sexual assault, and hazing awareness and prevention
- Web Content Accessibility Guidelines (WCAG) 2.0 AA compliance
- Customizable welcome message, welcome video, policies, and resources integrated throughout course
- Option to add up to 10 additional custom survey questions
- Bystander skill- and confidence-building strategies
- Social norming interactive activities
- Rich data summaries to inform future programming



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