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1 “SELLING SISTERHOOD”: (RE)VIEWING WHITE SORORITY WOMEN’S SELF-
PORTRAYALS IN RECRUITMENT VIDEOS

KAITLYNN BEAIRD, ARKANSAS TECH UNIVERSITY, STEVE D. MOBLEY, JR., UNIVERSITY OF
ALABAMA, AND SHIRDONNA Y. LAWRENCE, UNIVERSITY OF IOWA

Amidst the contemporary higher education and student affairs research landscape, there is a critical need to explore how sororities engage social media — specifically how their participation in these particular mediums may reinforce negative stereotypes about these organizations. This qualitative study engaged a content analysis of the top 100 most viewed National Panhellenic Conference (NPC) sorority recruitment videos. Findings highlight how many of these videos overwhelmingly cast strong signals to viewers regarding gender, race, and social class. Findings suggest that researchers and practitioners must better understand how these videos overtly and covertly highlight sorority life on college campuses and the implications therein.

19 SOCIAL MEDIA AS A SOURCE OF (DIS)CONNECTION FOR QUEER WOMEN OF
COLOR IN CULTURALLY-BASED SORORITIES

ANTONIO DURAN, AUBURN UNIVERSITY, AND CRYSTAL GARCIA, UNIVERSITY OF NEBRASKA-
LINCOLN

Centering the stories of twenty Queer Women of Color (QWOC) affiliated with culturally-based sororities, this narrative inquiry study examined how social media platforms influenced the connection that participants felt to their organization. Using data from two semi-structured interviews and a reflection journal project, findings revealed how social media engagement contributed to participants’ experiences in conflicting ways. Although social media spaces became avenues for Queer Women of Color to connect with other QWOC, participants also reported witnessing oppressive attitudes from sorority members that negatively informed their perceptions of their organizations. Implications for research and practice are offered.

36 CREATING CULTURAL SPACE: AFRICAN AMERICAN UNDERGRADUATES' APPRECIATION OF HISTORICALLY BLACK GREEK-LETTERED ORGANIZATIONS

O. GILBERT BROWN, MISSOURI STATE UNIVERSITY, DAVID MARIOTT, OKLAHOMA STATE UNIVERSITY, D.W. MITCHELL, MISSOURI STATE UNIVERSITY, ERIC D. WILLIAMS, INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS, AIMEE HEETER, INDIANA UNIVERSITY, AND TED INGRAM, BRONX COMMUNITY COLLEGE

Unaffiliated (nonmembers) and affiliated (members) African American undergraduates describe their shared and divergent views about historically Black Greek-lettered organizations' (BGLO) role in creating cultural space at a public flagship university in this mixed-method exploratory study. It was found that unaffiliated and affiliated students view BGLOs' social programming as a means of creating cultural space that meets the needs of students who seek to connect to Black culture and traditions. This exploratory study has implications for future research and practice on the intersection and interaction of African American undergraduate subcommunities with regards to impacting student success at public flagship institutions.

53 EXAMINING THE DECISION TO PURSUE FRATERNITY/SORORITY ADVISING AS A CAREER

KAHLIN McKEOWN, FARMHOUSE INTERNATIONAL FRATERNITY

Limited research exists that considers the decision to pursue student affairs as a career, and there is no known research to examine the decision to specifically pursue fraternity/sorosity advising. This qualitative, narrative analysis study centers the career decision-making of seven professionals in fraternity/sorosity advising roles. Findings indicate that participants experienced a "light-bulb" moment when student affairs became a potential future career, and advisors and mentors were influential in these decisions. Prioritization of fraternity/sorosity advising roles in both graduate programs and professional positions was apparent, and motivation to continue in the field is also addressed.

66 FROM SUMMER PRIDE TO TRANS GENDER DAY OF VISIBILITY: A REVIEW OF SORORITY/FRATERNITY SOCIAL MEDIA INVOLVING LGBTQ+ IDENTITIES AND ISSUES

MICHAEL ANTHONY GOODMAN, UNIVERSITY OF MARYLAND, COLLEGE PARK AND CRYSTAL E. GARCIA, UNIVERSITY OF NEBRASKA-LINCOLN

This research study used critical discourse analysis to examine the public social media posts of 37 international sorority and fraternity organizations. Specifically, we examined how these groups do and do not articulate commitments to social justice, with direct attention to lesbian, gay, bisexual, transgender, and queer (LGBTQ+) people in particular. We discuss an emphasis that organizations placed on notable LGBTQ+ dates and events and the distinction in the criticality of these messages. We also illuminate ways organizations raised visibility of LGBTQ+ members, followed by additional ways organizations affirmed queer and transgender identities.

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Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors accepts submissions focused on articulating research involving fraternity and sorority members at the collegiate, alumni, inter/national organization, and volunteer advisory levels. Manuscripts should be written for the student affairs generalist who has broad responsibility for educational leadership, policy, staff development, and management. Articles on specialized topics should provide the generalist with an understanding of the importance of the program to student affairs overall and fraternity/sorority advising specifically.

Research articles for *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* should stress the underlying issues or problems that stimulated the research; treat the methodology concisely; and, most importantly, offer a full discussion of results, implications, and conclusions. In the belief that AFA readers have much to learn from one another, we also encourage the submission of thoughtful, documented essays or historical perspectives.

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