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1 **A DESCRIPTIVE ANALYSIS OF RISK MANAGEMENT REVENUE AND EXPENDITURE TRENDS FOR HISTORICALLY WHITE MEN'S COLLEGE SOCIAL FRATERNITIES**

ASHLEY TULL, Ed.D., ZHAN SHI, DANI MYERS, CARSON FLYNN

Historically White Men's social fraternities are at the center of college and university life on many campuses. They have also been a place for high-risk activities such as alcohol consumption, hazing, sexual misconduct, and other health, safety, and wellness issues. Current risk management mitigation activities are addressed in the literature review that follows. This descriptive study examined the rising costs associated with insuring against high-risk issues for 32 historically white inter/national fraternities. Results indicated a 7.2% year-over-year average annual percentage increase for each organization in the study and a 72% average annual percentage increase for the period studied (2010-2018). In some fraternities' members were found to pay more annually in risk management fees than general membership dues. Recommendations for future research are also included.

21 **THE POLITICS OF HAZING: AN EXAMINATION OF HAZING MOTIVATION, MORAL FOUNDATIONS, AND POLITICAL IDEOLOGY**

GENTRY MCCREARY, Ph.D., JOSHUA SCHUTTS, Ph.D.

Research in moral psychology suggests that political ideology may influence attitudes about hazing in college fraternities. Moral foundations theory (Haidt & Joseph, 2004) provides a valuable framework to help understand the connection between political ideology and hazing motivation. In this study, we examine the connection between political ideology and hazing motivation. Results show significant correlations between political conservatism and social dominance and loyalty/commitment hazing motivations, providing additional validation of the principal tenets of moral foundations theory.

39 **EITHER OR, NOT AS A WHOLE: CHALLENGES OF MULTIRACIAL STUDENT PLACEMAKING AND BELONGING IN SORORITY AND FRATERNITY CHAPTERS**

PIETRO A. SASSO, Ph.D., KIM E. BULLINGTON, Ph.D.

This qualitative narrative inquiry study explored how Multiracial members negotiate multiple racial identities and locations to find a sense of belonging within sorority and fraternity environments. Participants eventually found a sense of belonging within their chapters through peers whom they educated about their multiraciality. Their placemaking was fraught with experiences of monoracism, colorism, and relationships, which positioned them to serve as racial buffers and cultural translators for their monoracial chapter peers. The tenets of interest convergence and monoracism of Multiracial critical theory are used to interrogate these findings. Implications are provided to help campus-based professionals engage in identity advocacy and inclusion.

67 **"WE HEAR YOU, WE SEE YOU, AND WE ARE WITH YOU."
AN ANALYSIS OF NPC SORORITY CHAPTER SOCIAL MEDIA
MESSAGES**

**MICHAEL A. GOODMAN, PH.D., GEORGIANNA L. MARTIN, PH.D.,
AARON GEORGE, PH.D.**

In this critical discourse analysis, we examined the most popular non-video-based social media platforms of 33 National Panhellenic Conference (NPC) sorority chapters. This study includes chapters at or approaching 25% "racially/ethnically diverse" membership, a term, and status determined by NPC and campus-based advisors. We analyzed posts from 2019-2022 and how, if at all, these sororities espoused diversity, equity, and/or inclusion (DEI) in their posts. Notable findings involve a spike in DEI posts during June 2020 and a signal of support for lesbian, gay, bisexual, transgender, and queer(+) identities and issues.

87 **STEPPING ACROSS THE DIVIDE: EXPLORING HOW CULTURALLY
BASED FRATERNITIES AND SORORITIES INFLUENCE AFRICAN-
BORN MEMBERS' NAVIGATION OF U.S. HIGHER EDUCATION,
RACE, AND RACISM**

JAKIA MARIE, PH.D., NURI THOMPSON

In this study, we explored African-born students' lived experiences in culturally based fraternities and sororities in the United States (U.S.), particularly the reasons they joined their organizations and the ways their articulated involvement influenced their college experiences and awareness of race and racism. Using a descriptive phenomenological research design, ten participants reflected on their lived experiences. Four emergent themes—Why I Joined, Cultural Acceptance, My College Experience, and Learning Race and Racism—describe the essence of the participants' experiences. We close with recommendations for practice and future research.

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