



OT Request- PhiredUp  
Platform

# CENTER FOR FRATERNITY & SORORITY LIFE

FY 25-26

### FY2026 One Time Request #3- PhiredUp Platform

The Center for Fraternity and Sorority Life (CFSL) offers a values-based opportunity for students to participate in leadership and service opportunities both on campus and in the community. We are dedicated to providing opportunities to showcase the values of our community, the benefits of being part of a fraternity/sorority, and the transformational impact it can have on a student's collegiate experience. We take pride in supporting our organizations in creating exciting ways to stimulate the growth of the entire community and engage those who are interested in being part of it.

Through our programming, the Center offers opportunities for students to develop an understanding of the shared values and purpose of the Fraternity & Sorority Life community and the importance of values-based leadership within the experience. The Center has a commitment to providing meaningful experiences for the students we serve outside of the classroom.

Along with the current offerings, we utilize PhiredUp, the leading company in recruitment software and retention planning for fraternities and sororities at institutions across the nation. PhiredUp provides educational training for students and fraternity/sorority professionals, strategic consultations and technology solutions to manage and organize the recruitment process as well as retaining students in the community. Phired Up has bundled their growth technology, education, and trainings into a Partnership Model. Through the partnership, the Center for Fraternity & Sorority Life gain access to recruitment software our student populations rely on heavily to manage their recruitment processes, as well as custom education trainings for the entire FSL community at UH on various topics including, marketing, dynamic recruitment, retention, as well as growth related inclusive practices. We believe by continuing in the partnership with PhiredUp it can help foster a more collaborative community, create more opportunities for learning, development, and growth, and help increase motivation in our FSL student leaders.

This commitment to the development and growth of the community will help the Center for Fraternity & Sorority Life continue to enhance the member experience and strive to serve as a premier leadership development opportunity at the University of Houston.

#### **DSA Strategic Initiative – Student Engagement**

##### Funding Request

Annual PhiredUp Partnership	\$3,250.00
<u>Admin Fees</u>	<u>\$195.00</u>
Total	\$3,445.00