

### About The Client

At a **University** that has ranked among the top 50 public universities in the nation in *U.S. News and World Report's* annual college rankings for more than a decade, this Fraternity has been one of the **premier Greek organizations** on campus since being chartered over 150 years ago.

### Background

The **University gave a mandate** to a number of Greek organizations on campus to combat their declining image and get back to their founding values of academic achievement and service. After the University recommended that the fraternities implement a drug testing policy for its members, most of the organizations chose to implement urine testing - a test with minimal detection capabilities, and that is susceptible to many well known cheating tactics.

**One fraternity chose to go above and beyond** by implementing a more rigorous drug testing program using Psychemedics hair testing, in order to thoroughly clean up their chapters substance abuse problems and provide a real deterrent to drug use among their brothers.

**Hair testing detects drug use approximately 3 months back** (urine testing is only 2-3 days for most drugs), and cannot be cheated as the entire collection process is observed. Even after resistance from some active members, they chose to go ahead with the program and enforce accountability and responsibility within the Chapter. The University was very supportive of this effort and even agreed to collect all samples at the Student Health Center without charge for the first two years of the program.

### Implementation

The Chapter was given ample warning that drug testing would start at the beginning of the next year. All freshmen and sophomores were tested, along with 25% (randomly chosen) of the rest of the chapter. During the initial round of testing, over 15% of the members tested positive, a large number failed to report for the required testing, and approximately 30 members chose to self report their drug use with no consequence. If a member tested positive, a letter was sent to the parents by a third party administrator - the school, Chapter and House Corporation was not notified. If a member had 2 positive drug tests, they were suspended from the chapter until a negative Psychemedics hair test was earned and the student received a 2/3 vote from the chapter to be readmitted.

### Results Of The Program

- During the 2nd round of testing, the positive rate fell to 8% - almost **half of the original positive rate**.
- The Chapter received the **"Most Improved Chapter on Campus"** award from the University.
- They won the grade point average trophy for the **first time in 14 years**.
- They were recognized by their National Chapter and given the **highest award given out by National Fraternity**.
- What began at a single Chapter at a single University has spread and been **implemented at 6 additional Chapters at 3 separate Universities**.

### Words From The Client

*"I like my chapter better without the druggies. We have the best pledge class we have ever had."*

- **Active Fraternity Member**

*"Psychemedics hair testing provided the deterrent, the accuracy and the reliability we needed to dramatically reduce drug use among our members. Their science and this program saved our Chapter. The turn around has been nothing short of amazing."*

- **President of House Corporation**

### Hair Testing Pioneer & Leader

Psychemedics Corporation is the world's leading drug testing company using hair. Psychemedics' proprietary hair analysis technology is trusted by Fortune 500 companies, police forces, courts, schools and parents all over the world.