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Letter from the Editor

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: Letter from the Editor
LETTER FROM THE EDITOR:
REFLECTION, TRANSITION, AND IDENTITY IN A TIME OF PANDEMIC
JAMES P. BARBER, EDITOR

Greetings from Williamsburg! We are finalizing this issue of *Oracle* just as the 2020-21 academic year is concluding, and what a year it has been. The end of the academic year is always a time of reflection for me. I love participating in commencement ceremonies and seeing students and their families celebrate their well-earned degrees. This year was particularly special, as the commencement ceremonies were the first large-scale events to occur in person on our campus since March 2020 when the COVID-19 pandemic began. As vaccination rates climb in the United States, administrators, faculty, and students at American higher education institutions are making plans for a transition back to in-person activity next year.

This issue also marks an exciting transition for *Oracle*, with a move to our new academic home at William & Mary. Over the past year, the editorial board and AFA leadership have worked with colleagues at William & Mary Libraries to move the publication to a digital repository that is widely searchable and accessible, enhancing the visibility and scope of *Oracle: The Research Journal of the Association of Fraternity/Sorority Advisors* and our authors. The entire archive of *Oracle* articles is now available at the new site [here](#). All articles now have a unique digital object identifier (DOI) and can be downloaded as individual PDF files. This move also provides robust metrics on abstract views, downloads, citation counts, and media mentions for each article. William & Mary, the birthplace of Phi Beta Kappa, the first Greek-letter organization, is a fitting home for scholarship dedicated to the study of fraternities and sororities.

We have five new research articles to share in this issue, all of which provide an opportunity to reflect on the identities and the spaces that we create: professional, virtual, and in-person. Three of the manuscripts focus on representation in online spaces, very fitting at a time when our we have spent much of the past 15 months in various levels of quarantine and remote operations.

In “*Selling Sisterhood*”: (Re)Viewing White Sorority Women’s Self-Portrayals in Recruitment Videos, Kaitlynn Beard, Steve Mobley, and ShirDonna Lawrence engaged in a content analysis of the 100 most-viewed NPC sorority recruitment videos. Antonio Duran and Crystal Garcia examined how social media influenced the connection that students felt to their organization in their manuscript, *Social Media as a Source of (Dis)connection for Queer Women of Color in Culturally-Based Sororities*. Next, in *Creating Cultural Space: African American Undergraduates’ Appreciation of Historically Black Greek Lettered Organizations*, O. Gilbert Brown, David Mariott, D. W. Mitchell, Eric D. Williams, Aimee Heeter, and Ted Ingram used critical race theory analyze members’ and nonmembers’ views about the role of historically Black Greek-lettered organizations (BGLO) in creating cultural space on campus. Kahlin McKeown documents pathways into FSL advising in her manuscript *Examining the Decision to Pursue Fraternity/Sorority Advising as a Career*. Finally, Michael Anthony Goodman and Crystal E. Garcia used critical discourse analysis to study the public social media posts of nearly 40 inter/national sorority and fraternity organizations in their work *From Summer Pride to Transgender Day of Visibility: A Review of Sorority/Fraternity Social Media Involving LGBTQ+ Identities and Issues*.

I hope that these articles provide an opportunity to think about identity representation, and how the experiences of the pandemic will influence our transition into the next academic year. I wish you all the best for this summer and encourage you to make time for intentional reflection and rejuvenation.