

Alpha Eta Strategic Plan

Alpha Eta Vision Statement

To be the premier fraternity that develops committed and disciplined members of exceptional character and leadership who foster and further a diverse and enduring Agriculture.

The University of Georgia

Responsibility

- To perpetuate the ideals and principles of Alpha Gamma Rho through development of responsible brothers and an active brotherhood.
 - Action steps
 - Establish written respective expectations of active and alumni
 - i.e. encourage alumni participation at events
 - Who- Alumni Board, Educational Foundation, and Exec council
 - August 1, 2011
 - Sign and review the Covenant
 - Who- VNR Membership Development
 - When- At initiation and reviewed first of each semester
 - Recognize brothers for going beyond their responsibilities (i.e. put recognitions on the website)
 - Who – Chairman of Alumni Board and Noble Ruler
 - When – immediately and at least monthly
 - Establish incentives to recognize brothers for participation (i.e. Utilize Crescent)
 - Who- VNR Planning
 - When- August 15, 2011
 - Develop a tracking system for brother participation
 - Who- VNR Activities
 - When- August 15, 2011
 - Develop a set of guidelines for discipline and rewards (to encourage fairness)
 - Who- VNR Planning
 - When- August 15, 2011
 - Develop a checklist for completion of each house duty
 - Who- VNR Operations and House Manager
 - When- August 15, 2011
 - Establish a brotherhood review
 - Who- Quality control committee
 - When- Mid-semester
 - To take more seriously the Quality Control process in selection of our new brothers
 - Who- VNR Recruitment QC committee
 - When- Quality Control
 - Evaluate an extensive point system for brother participation
 - Who- VNR Membership Development
 - When- August 15, 2011

Recruitment

- To seek out quality men that will benefit Alpha Eta and uphold the ideals and values of Alpha Gamma Rho.
 - Action Steps
 - **Identify and contact prospective new members**
 - Who – VNR Recruitment and Committee
 - When - **Constantly**
 - Utilize alumni as a resource for recruitment
 - Who – VNR Recruitment
 - When - Constantly
 - **Maintain an attractive and clean house**
 - Who – VNR Operations and House Manager
 - When - Constantly
 - **Send congrats letter to Parents**
 - Who – VNR Recruitment
 - When – Following initiation
- **Incorporate the resources from the National office**
 - **Who- VNR planning**
 - **When- constantly**
- **Conduct brotherhood recruitment training program**
 - Who – VNR Recruitment
 - When – April 1 annually
 - Effectively utilize Quality Control
 - Who- Quality control committee
 - When- Quality Control

Goal Statement- Communication

- To ensure effective and informative dialogue that assures trust and engagement with the target audience.
 - Action Steps
 - **Make our current website accessible to members**
 - **Who – Technology Chair**
 - When – August 15, 2011
 - Update the website bi-monthly
 - Have a transition plan
 - **Promote the profile updates for each member.**
 - **Who –Technology Chair**
 - When – ASAP and ongoing
 - **Publish quality crescent for alumni (2/yr)**
 - **Who – VNR Alumni Relations**
 - When – October 15 and April 1
 - **Hold regular face-to-face meetings of the Chair of Alumni Board, Noble Ruler, and Chair of Educational Foundation**
 - **Who – Chairman of the Alumni Board**
 - When – Homecoming, Founder’s Day, sometime in the summer no later than August 1
 - **Develop alumni mentors for each executive officer if requested**
 - **Who – Chairman of Alumni Board and Chapter Advisor**
 - When – ASAP and annually thereafter within two weeks of officer elections
 - **Provide members a financial statement**
 - **Who – VNR Finance and Alumni Board Treasurer**
 - When – Founder’s Day and Homecoming
 - Each Exec officer produce a chapter specific duties outline and suggestions
 - Who- Noble Ruler, Chapter Advisor
 - When- November 1

Financial Management

- To conduct the fraternity's financial affairs for sustained long-term viability.
 - Action Steps
 - **Develop and maintain realistic annual budgets that are regularly shared internally**
 - **Who - Alumni Board treasurer, Educational Foundation treasurer, Undergrad VNR finance.**
 - When – Founder's Day and then annually
 - Undergrad Budget, Chapter House, Alum Activities, Contingency plan, Educational Foundation
 - Cash Flow
 - Checks and Balance

 - **Develop Financial Needs list for both Undergrads and Alumni**
 - **Who – VNR Finance, Educational Foundation treasurer, and Alumni Board treasurer**
 - When – ongoing, review at least quarterly
 - Short term and long term
 - Create plan to raise \$\$\$
 - Endow Scholarships
 - Restructure house debt load so current cash flow sustains debt service
 - Conferences/Nationals expenses, plan ahead

 - **Develop Financial policies that define responsibilities for each entity**
 - **Who – Regional Vice President**
 - When – September 1, 2011
 - Policies
 - Long term – reserve that reaches certain point for expenses

 - **Measure what has been done**
 - **Who – Alumni Board, Educational Foundation, and Undergrad Executive Council**
 - When – At regular board meetings

 - Develop a long term financial plan
 - Who- Alumni Board
 - When- August 1, 2011

Membership Development

- To produce an environment that consistently challenges brothers to improve themselves in their brotherhood relationships as well as their personal and professional lives.
 - Action Steps
 - **Educate members on the Five Orders system**
 - **Who – VNR Membership Development**
 - **When – Semester basis**

 - **Develop a membership development program that incorporates all members**
 - Who- VNR Membership Development
 - When- August 15, 2011

 - **Implement the Brotherhood vote/measure growth**
 - **Who – VNR Membership Development**
 - When – End of each semester

 - **Encourage and enhance extracurricular activities, campus, clubs, volunteer, philanthropy**
 - **Who – VNR Activities and Membership Development**
 - When - Continually

 - **Develop a written Big Brother job description**
 - **Who – VNR Membership development and committee**
 - When – August 15, 2011

 - Permanently assign big brothers two weeks after initiation
 - Who- VNR Membership Development
 - When- Two weeks after initiation

 - **Create membership development programs for all active brothers**
 - **Who – VNR Membership development, Educational Foundation, and Alumni Board**
 - When – Semester

 - Encourage brothers to perform beyond their responsibility in order to set an example for others
 - Who- Noble Ruler
 - When- Immediately

Scholarship

- To create a culture where scholarly excellence is expected and rewarded with the appropriate resources provided.
 - Action Steps
 - **Require study hall**
 - **Who – VNR Scholarship**
 - When - Weekly

 - **Encourage the use of university tutoring resources if necessary**
 - **i.e. post a list of resources available**
 - **Who – VNR Scholarship**
 - When – As needed

 - **Provide incentives for academics/workload**
 - **Who – VNR Scholarship**
 - When - Semester

 - **Enforce Quiet hours**
 - **Who – Judicial Committee**
 - When - Ongoing

 - **Consistently be in the top ten of fraternities in GPA**
 - **Who – VNR Scholarship**
 - When – Semester

 - Require monthly respective grade reports
 - Who- VNR Scholarship
 - When- September 1, 2011 and then Monthly

 - **Present Most improved GPA award**
 - **Who – Educational Foundation**
 - When - Semester

 - **Present Big/little brother GPA award**
 - **Who – Educational Foundation**
 - When – Semester

 - Require new members to give VNR Scholarship access to their ELC
 - I.e. post calendar in office to show new member test dates
 - Who-VNR Scholarship
 - When- August 15, 2011

Implementation/Follow-up

- Driver- Patrick Singletary
- Send a copy to Zane and Home office
- Go over the list at chapter monthly
- Go over and explain the list to the Alumni Board
- Visit Dean and present our plan
- Recite vision statement at every chapter meeting and post it in the house
- Put action steps in chronological order, post them on a calendar, and celebrate completion of each