

# Alpha Pi Strategic Plan

April 23-24, 2011

## VISION STATEMENT:

To be a dynamic organization of quality leaders with a positive impact on society while growing our members to their full potential.

## GOAL STATEMENTS

- **Recruitment Goal Statement:** To aggressively recruit quality men of high potential who share common interests and are committed to our values and vision.
  - **Action Steps:**
    - **VNR Recruitment shall:**
      - Fully implement a written recruitment plan
        - Names list
        - Screening
        - Values-based selection process
        - Due date: on or before June 1, 2011
      - Recruit enough men to fill house.
        - Due date: August 22, 2011
      - Develop recruitment tools.
        - Brochures, posters, presentation, videos, business cards, etc.
        - Due date: on or before June 1, 2011
      - Create an annual plan to work towards our 100 undergraduate member goal by 2021.
    - **Alumni Corporation shall:**

- Incentivize achievement of recruitment goals.
  - Due date: on or before June 1, 2011
  
- **Communication Goal Statement:** To achieve effective dialogue among members and our community in support of our vision.
  - **Action Steps:**
    - **VNR Planning shall:**
      - Develop a written communications plan
        - Avenues of communication
        - Audiences
        - Timelines
        - Priorities
        - Goals for communication
        - Evaluation of effectiveness
        - Due date: August 22, 2011
      - To include:
        - Crescent
        - All member groups are reached
        - Supporting recruitment
        - Greater engagement of our alumni members
        - Program of Activities (rolling 12)
        - Opportunity for feedback
        - Development of listserv
        - Maintenance of chapter website

- **Member Development Goal Statement:** To have an ongoing program that supports the mission of Alpha Gamma Rho and the vision of Alpha Pi.
  - **Action Steps:**
    - **VNR Membership Development shall:**
      - Develop an integrated education program which includes the Brotherhood program and the Five Orders.
        - Includes alumni involvement
        - Include the history of Alpha Pi and University of Arizona
        - Comply with all University regulations regarding members
        - Attend national fraternity events
        - Organize annual brotherhood review
        - Encourage the memorization of:
          - The Purpose
          - The Vision
          - The Bond
          - Opening and closing ceremonies
        - Instill life skills
- **Social Goal Statement:** To build brotherhood through regular participation in appropriate social activities without hindering academic achievement.

- **Action Steps:**
  - **VNR Activities shall:**
    - Compose a Program of Activities (POA)
      - To include a budget developed in coordination with the VNR Finance
      - To include events for Founder's Day, Homecoming, Pink Rose Formal
      - To include one activity every two weeks
    - Ensure chapter compliance with all guidelines regarding social behavior
- **Responsibility Goal Statement:** To instill values that support personal responsibility, initiative, and discipline tempered by accountability between brothers.
  - **Actions Steps**
    - **Noble Ruler and Chapter Advisor(s) shall:**
      - Establish and administer scholarship for undergraduate members
        - Due date: May 1, 2011
      - Maintain a top tenth percentile GPA on campus
        - Due Date: semester's end
      - Ensure all officers have read and understand their duties as published by National Office
        - Due date: within two weeks of election
      - Conduct yearly officer training
        - Due date: within two weeks of election
      - Conduct elections at the end of Spring semester
      - Conduct semester review of covenant
      - Publish weekly agenda for chapter meetings

- Coordinate an officer review board with alumni
    - Due date: April 30<sup>th</sup> (annually)
- **VNR Finance and Alumni Treasurer shall:**
  - Meet all financial obligations in a timely fashion
    - To be done continually
  - Compose an annual chapter budget
  - Distribute monthly financial statements
  - Search out financial resources available to the chapter on an ongoing basis
- **VNR Member Development and Chapter Advisor(s) shall:**
  - Ensure brothers comply with House Rules and Chapter Bylaws
  - Update and publish House Rules
    - Due date: yearly
  - Develop a point system for member involvement
    - Due date; August 22, 2011
- **VNR Activities and Chapter Advisor(s) shall:**
  - Conduct periodic professional development seminars to include guest speakers
    - Coordinate with VNR Planning
    - Time management, financial prudence,
  - Help brothers maintain resumes to be updated on a semester basis
  - Participate in National Leadership conferences and National Convention
  - Maintain a list of internships available on a yearly basis

- Review CALS newsletter and inform brothers of pertinent information at chapter meetings
- **House Goal Statement:** To provide an environment that invokes pride, encourages growth, and promotes brotherhood.
  - **Action Steps:**
    - **VNR Management and Operations and Alumni Corporation shall:**
      - Finish Phase I of house remodel
        - Due Date: August 1, 2011
      - Pursue Phase II of house remodel
      - Develop a written facilities maintenance plan
        - Due Date: August 22, 2011
      - Develop a protocol for house visitations
        - Due Date: August 22, 2011
- **Follow up**
  - **Head of follow up:** Evan LaBrant
  - Publish Strategic Plan:
    - Post in house
    - Distribute to members
    - Include in newsletter
    - Alumni meeting
      - Tucson
      - Phoenix
    - Publish on campus
    - Local newspapers
      - Daily Wildcat
    - Greeklife newsletters
      - Johanne

- Send to National Office
  - Email to Zane Akins
- Review at chapter retreat
  - August/September
- Review with chapter on a regular basis