

**Alpha Gamma Rho Fraternity**

**2007 Strategic Planning Session**

**March 23<sup>rd</sup> and 24<sup>th</sup>, 2007**

## Vision for Delta Chapter

- **Be the preeminent fraternal organization, building character, fostering personal development and international leadership, forged by a bond of lifelong brotherhood.**

### **Brothers in Attendance:**

Zane Akins: Facilitator

#### **Alumni:**

John Hardin  
Brose McVey  
Dave Parker  
Bob Richason  
Kerry Keffaber  
Scott Priebe  
Phil Reid  
Keith Woeste

#### **Undergraduates:**

Ryan Crane  
Brad Inskeep  
Doug Lantz  
Drew Ewing  
Jim Vogel  
JP O'Donnell

## **“Summary of Friday Night”**

### **Issues that Alpha Gamma Rho Faces:**

- Continual Involvement from Alumni and Undergraduates
- Making sure that Fraternities are here in 100 years
- Source of new Brothers
- Facilities
- Diversified Recruitment
- Allocation of Resources/Time
- Motivation
- Continually moving Forwards instead of Backwards
- Spreading our focuses on other Issues and not just House
- Marketing to Public and Each Other
- Communication
- Broader Support System
- Responsibility
- Consistency
- Undergraduate Development
- Accountability and Follow-up from Alumni and Undergraduates
- Complacency

- Resources/Funding
- Job Placement
- Public Relations
- Tradition
- Leaders in Agricultural
- Issues of Crisis Management
- Simplicity
- Internal Affairs
- Having Fun

### **Expectations from the Weekend:**

- Get Understanding of Ritual and Tradition
- Talk about 100% Placement of Undergraduates
- Recruitment
- Motivation for Roles and how They Fit
- Plan of Action to Become Top Chapter Nationally
- Actionable Items Respectively assigned with Follow Up
- Create better Bond Between Alumni/Undergraduates
- To know what Delta Chapter and Alpha Gamma Rho as a whole will look like in 5 years

### **“Summary of Saturday”**

### **Ten Key Issues to Drive Delta’s Long Range Goals**

1. Financial Strength
2. Diversified Recruiting
3. Accountability/Commitment
4. Alumni Involvement
5. Facilities
6. Public Relations/Communication
7. Undergraduate Development
8. Risk Management
9. Scholarship
10. Heritage

### **Smart Goals**

In the section that follows you will find a listing of the “Seven Key Issues to Drive Delta’s Long Range Goals”.

*“Accomplish enough of the small goals and you will be taking a major step toward achieving your purposes and developing your potential.”*

- S Specific
  - M Measurable
  - A Attainable
  - R Realistic
  - T Trackable
- After each Goal Statement you will find the action steps achieving the goals.

## **Financial Strength**

## Financial Goal Statement

To secure the resources with the capacity to support projects, programs, and scholarships to consistently remain financially sound.

### Action Steps to Financial Strength

1. Continue to Implement Planned Giving Programs (i.e. monthly credit card contributions)
  - a. WHO: *Scholarship Foundation*
  - b. WHEN: *Report action on a quarterly basis starting May 1, 2007*
2. Continue to expand the Endowment Program for Scholarships that allows for the Continual Growth of Grants
  - a. WHO: *Scholarship Foundation with Representative from Corporation Board and Undergraduate Chapter*
  - b. WHEN: *Report action on a quarterly basis starting May 1, 2007*
3. Review and update Long Term Maintenance and Upgrade Facilities Plan
  - a. WHO: *Facilities Committee*
  - b. WHEN: *August 2007 Board Meeting*
4. Develop a more systematic integration of finances between undergraduate chapter and corporation board
  - a. WHO: *Corporation Board Treasurer and VNR-Finance*
  - b. WHEN: *Report action on a monthly basis starting April 1, 2007*
5. Organize corporation board subcommittee to investigate the use of funds after mortgage is paid off
  - a. WHO: *Corporation Board*
  - b. WHEN: *April 2007 Board Meeting*

**Comment [RJC1]:** A number of new scholarships have been added in the past 6 months since the plan was developed. In addition, the chapter has recently been contacted by alumni who wish to set up new scholarship endowments. PER PLAN.

**Comment [RJC2]:** The Alumni Board President, David Voris, is currently developing a committee to examine the usage of funding after the chapter house has been paid for. EXCEEDED PLAN.

**Comment [RJC3]:** VNR Finance, Jeremy Trant, and Board Treasurer, Rick Tolen, have taken strides to work more closely together this year. PER PLAN.

**Comment [RJC4]:** See RJC2

## Recruitment

## Goal Statement

To recruit qualified individuals whose values reflect those of Alpha Gamma Rho and represent broad diversity of our agricultural past, present, and future.

## Action Steps for Recruitment

1. Develop written Guidelines for Undergraduate and Honorary Membership
  - a. WHO: *VNR Recruitment and Committee*
  - b. WHEN: *May 1, 2007*
2. Create an alumni liaison (with committee) for recruitment activities
  - a. WHO: *Undergraduate Outreach Committee*
  - b. WHEN: *April 2007 Board Meeting*
3. Establish a Comprehensive Database of Resource/Referral/Marketing Contacts
  - a. WHO: *Undergraduate Outreach Committee and VNR-Finance*
  - b. WHEN: *December 31, 2007*
4. Create a Manual or Best Practices document
  - a. WHO: *VNR-Recruitment*
  - b. WHEN: *September 1, 2007*
5. Produce a Recruitment Brochure that can be maintained for the Recruitment Process
  - a. WHO: *VNR Recruitment and National Recruitment Officer*
  - b. WHEN: *Draft for August 2007 Board Meeting*
6. Maintain an Ongoing Plan to Target Recruitment Sources i.e. High Schools, FFA Convention, State Fair, JUCO, (Coordinate with national recruitment)
  - a. WHO: *Recruitment Committee and Summer Recruitment Chair*
  - b. WHEN: *Report at officer retreat*
7. Fully utilize National Resources
  - a. WHO: *VNR Recruitment*
  - b. WHEN: *Report at officer retreat*
8. Establish an Annual Training Class to Inform Current Brothers of Recruitment Procedures
  - a. WHO: *VNR Recruitment and Committee*
  - b. WHEN: *August*
9. Engage Alumni and Families in Actual Recruiting Process
  - a. WHO: *VNR Recruitment and VNR Alumni Relations*
  - b. WHEN: *As needed*
10. Develop specific recruitment tools targeted towards families
  - a. WHO: *VNR Recruitment and Committee*
  - b. WHEN: *February 2008*

**Comment [RJC5]:** The current and former VNR-Recruitment officers have developed a Recruitment Information Packet that is ready for printing and binding and can be used for recruitment events. EXCEEDED PLAN

**Comment [RJC6]:** VNR-Recruitment officers successfully recruited the second largest new member class of all Alpha Gamma Rho chapters, with 33 members. Only Oklahoma State had a greater number; 34. EXCEEDED PLAN

**Comment [RJC7]:** Delta Chapter hosted alumni board member Jeff Rodibaugh in late August. Jeff addressed the undergraduate chapter about the importance of effective recruitment, and the appropriate procedures for conducting a recruitment event. EXCEEDED PLAN.

## Accountability/Commitment

### Goal Statement

Maintain a culture in which we support and hold each other accountable, where brothers take pride in themselves and their heritage as stated in the Purpose and Covenant of Alpha Gamma Rho.

### Action Steps to Achieving Accountability/Commitment

1. Maintain the Order of the Delta Program with Undergraduates and Consider

Applicability to Alumni

- a. WHO: *Vice Noble Ruler and Undergraduate Development Committee*
- b. WHEN: *Ongoing*

**Comment [RJC8]:** The current officer team has worked diligently to restructure the O.O.D. program to make it more effective and meaningful. The updated version is to be implemented during the fall 2007 semester. PER PLAN.

2. Help every Brother to Recognize Their Successes and Short Comings in a Manner that will encourage them to live up to the Potential that they have (i.e. review sessions, brotherhood evaluations)

- a. WHO: *Executive Council of Chapter and Corporation Board*
- b. WHEN: *Ongoing*

**Comment [RJC9]:** Fall Review Sessions were conducted in October. In addition, brotherhood evaluations and Spring Review Sessions are on the planning horizon. PER PLAN

3. Review and update Brotherhood Reward programs

- a. WHO: *Vice Noble Ruler and Chapter Executive Council*
- b. WHEN: *Annual Founders Day*

4. Adhere to the Risk Management Plan

- a. WHO: *VNR Risk Management*
- b. WHEN: *Ongoing*

5. Create a process for dealing with senior conduct

- a. WHO: *Executive Council and Corporation Board*
- b. WHEN: *August 2007 Board Meeting*

6. Develop a conduct code for alumni and undergraduates within the house

- a. WHO: *VNR-Risk Management and Corporation Board*
- b. WHEN: *August 2007 Board Meeting*

**Comment [RJC10]:** At the August board meeting, the undergraduate chapter expressed its concerns regarding alumni conduct. The board was understanding and is planning to work to develop a code of conduct. PER PLAN.

## Alumni Involvement

## Goal Statement

To emphasize the importance and significance of becoming and remaining involved in and supportive of the principles of Alpha Gamma Rho.

## Action Steps to Maintain Alumni Involvement

1. Develop an Effective Communication Plan between undergraduates and alumni
  - i. Create a list serve/blog
  - b. WHO: *VNR Alumni Relations and Alumni Development Committee*
  - c. WHEN: *April 2008 Board Meeting*
2. Investigate the development of a Delta Chapter Alumni Association
  - i. Form an ad hoc team of alumni volunteers
  - ii. Consider class representatives
    - a. WHO: *VNR-Alumni Relations with Corporation Board, Educational Foundation, and Executive Council*
    - b. WHEN: *Initiate at April 2007 Board Meeting*
3. Develop a more comprehensive recognition/acknowledgement plan for alumni
  - a. WHO: *VNR-Alumni Relations*
  - b. WHEN: *Founder's Day 2008*
4. Create job placement through networking system
  - a. WHO: *VNR-Alumni Relations*
  - b. WHEN: *January 2009*

**Comment [RJC11]:** The undergraduate chapter can utilize the Chapter Tools website directory to contact alumni members. PER PLAN.

**Comment [RJC12]:** The current officer team has worked to provide as many networking opportunities as possible with alumni and industry members. PER PLAN.

## Facilities

## Goal Statement

Provide an atmosphere in which brothers have access to superior housing and educational services that will enable our members to maximize their potential and to effectively recruit new members.

## Action Steps to Achieve the Best Available Facilities

1. Maintain a Comparable Housing Study to be competitive to Alternative Housing Options
  - a. WHO: *Facilities Committee of Corporation Board, VNR House Operations, and VNR Finance*
  - b. WHEN: *Report at executive retreat*
2. Remain informed in regards to the Long term Viability of our Location
  - a. WHO: *Facilities Committee of Corporation Board, VNR House Operations, and VNR Finance*
  - b. WHEN: *December board meeting*
3. Maintain a Current and Future Needs Plan
  - a. WHO: *Facilities Committee of Corporation Board, VNR House Operations, and VNR Finance*
  - b. WHEN: *December board meeting*
    - i.e. Technology, Structural, Educational
4. Create a due diligence committee to develop long-range housing plans
  - a. WHO: *Corporation Board with undergraduate support*
  - b. WHEN: *August 2007 Board Meeting*
5. Develop and maintain an IT plan
  - a. WHO: *Technology Chairmen*
  - b. WHEN: *Report quarterly*

**Comment [RJC13]:** VNR-Finance Jeremy Trant referenced university information regarding housing costs. Delta Chapter ranked in the lower ¼ of housing options. PER PLAN

**Comment [RJC14]:** Delta Chapter alumni, John Hardin, a member of the Purdue Board of Trustees, noted that Purdue University has no plans for expansion into our location for 50 years. PER PLAN.

**Comment [RJC15]:** See RJC2

**Comment [RJC16]:** See RJC2

**Comment [RJC17]:** The Delta Chapter Technology Chairmen, Cody Williams and Jordan Berry, have been proactive in making technology improvement recommendations. LESS THAN PLAN

## Public Relations / Communication

## Goal Statement

Effectively communicate to brothers, families, the university and the community about Alpha Gamma Rho programs and events that exemplify the best mental, moral, and social development.

## Action Steps to Improve Public Relations / Communication

1. Follow Crisis Management Procedures
  - a. WHO: *Risk Manager*
  - b. WHEN: *On Going*
2. Develop Written Comprehensive Communication Plan
  - a. WHO: *See Alumni Involvement*
  - b. WHEN: *On Going*
3. Continually update chapter website
  - a. WHO: *Technology Chair*
  - b. WHEN: *Monthly*
4. Update and publish Alumni Directory / Database
  - a. WHO: *Vice Noble Ruler and Alumni Relations*
  - b. WHEN: *Fall 2009*
5. Maintain bylaws and constitution at Corporation and Chapter Level
  - a. WHO: *Chapter Judicial Board, VNR Planning and Corporation Board Secretary*
  - b. WHEN: *On Going*
6. Apply for Awards in a timely manner
  - a. WHO: *Chapter Executive Officers*
  - b. WHEN: *March 31, April 1, and September 1*

**Comment [RJC18]:** Delta Chapter is currently working with alumni member Kyle Bymaster to update our alumni database through Purdue's system, in preparation for developing the 2009 Directory. PER PLAN

**Comment [RJC19]:** Delta Chapter applied for all campus and national awards ahead of time in the past year. PER PLAN

## Undergraduate Development

## Goal Statement

Develop brothers that exhibit qualities which make them respected by their peers and successful in future endeavors.

## Action Steps to Continue to Develop Undergraduates

1. Monitor and Oversee brotherhood program
  - a. WHO: *Undergraduate Development Committee and Membership Development*
  - b. WHEN: *On Going*
2. Fully identify development opportunities and provide resources that maximize potential individuals i.e, review sessions, Delta Chapter leadership retreat, mentor program, big brother program, skill training sessions
  - a. WHO: *Membership Development and Undergraduate Development Committee*
  - b. WHEN: *Report at executive retreat*
3. Build and maintain a membership policy and compliance program
  - a. WHO: *Corporation Board, VNR-Membership Development*
  - b. WHEN: *August 2008*

**Comment [RJC20]:** Delta Chapter VNR-Membership Development officers have worked closely with the new member class to monitor their progress through the brotherhood program. In addition, the officer team has worked to implement programs to develop members throughout their four years at Delta Chapter. PER PLAN

**Comment [RJC21]:** A number of programs and events have been conducted in the past year, and many more are planned. These opportunities provide a means for brothers to maximize their potential. PER PLAN

## Risk Management

## Goal Statement

To maintain our social heritage while taking every action necessary to provide a safe environment for all brothers in compliance with national risk management policies, with consequences for noncompliance.

## Action Steps

1. Review and update Delta Chapter Risk Management Policy
  - A. WHO: *VNR-Risk Management*
  - B. WHEN: *Report at executive retreat*
2. Develop consequences for non-compliance with Risk Management Policy.
  - A. WHO: *VNR Risk Management and VNR Social*
  - B. WHEN: *August 2008*
3. Develop protocol for alumni and guest behavior in the fraternity
  - A. WHO: *Corporation Board*
  - B. WHEN: *August 2008*
4. Develop an emergency situation plan
  - A. WHO: *VNR Risk Management and VNR Social*
  - B. WHEN: *ASAP*

**Comment [RJC22]:** VNR-Risk Management and VNR-House Operations have been working with the Purdue Fire Dept. to develop an effective emergency situation plan. PER PLAN

## Scholarship/Academics

## Goal Statement

To create an environment conducive to academic excellence.

### Action Steps to Improve Scholarship

1. Identify academic weaknesses and utilize the resources available to solve these problems (i.e. structure, enforcement, etc.)
  - A. WHO: *VNR Scholarship*
  - B. WHEN: *August 2007*
2. Enhance the current reward system for academic success
  - A. WHO: *VNR Scholarship and Scholarship Foundation*
  - B. WHEN: *Fall 2007 Scholarship Dinner*
3. Develop new member study habits so as to achieve academic success **early in college**
  - A. WHO: *VNR Scholarship*
  - B. WHEN: *August 2007*
4. Investigate a chapter exchange program
  - A. WHO: *VNR Scholarship*
  - B. WHEN: *Report at April 2008 board meeting*

**Comment [RJC23]:** VNR-Scholarship has worked diligently to educate Delta Chapter members about the educational opportunities and academic resources available to them. PER PLAN

**Comment [RJC24]:** The Fall Scholarship Dinner featured the presentations of new scholarships to recognize academic success. PER PLAN

**Comment [RJC25]:** The eldest undergraduate members and the officer team have taken strides to introduce new members to effective study habits in an effort to maximize their academic potential. PER PLAN

## Heritage

## Goal Statement

Utilize the rich history and timeless traditions of Alpha Gamma Rho as a foundation for our present and future generations.

## Action Steps

1. Actively maintain an accurate record of Delta Chapter history and traditions (i.e. songs)
  - A. WHO: *Historian and VNR Alumni Relations*
  - B. WHEN: *April 2008 board meeting*
2. Develop an appropriate plan to preserve and display the historical paraphernalia of Delta Chapter, utilizing electronic media if possible
  - A. WHO: *Historian and VNR Alumni Relations*
  - B. WHEN: *Homecoming 2007*
3. Review all chapter traditions and update where appropriate
  - A. WHO: *Historian, VNR Risk Management and VNR Alumni Relations*
  - B. WHEN: *January 2008*

**Comment [RJC26]:** VNR-Alumni Relations and Advisor, Phil Reid, have digitized a number of historical paraphernalia and are planning on presenting this multimedia through an electronic display in the chapter house.  
PER PLAN

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## Strategic Planning Follow-Up

1. Review plan with alumni once per year
2. Put on chapter website (password protected and public)
3. News release: target audiences (i.e. Dean of College, President of University)
4. Review new plan at chapter meeting