

Vision Statement

“To be the premier organization that cultivates lifelong leaders who are highly respected and engaged in their communities and professions”

Recruitment

Goal Statement

“To achieve a successful recruitment strategy that consistently attracts high quality men who support Alpha Gamma Rho’s values for a sustainable future.”

Action Steps

- To develop a written recruitment plan
 - Who—VNR Recruitment
 - When—Jan. 1, 2009
 - Have a post-initiation survey to find out what attracted recruits
 - Develop and maintain a list of potential recruits
 - Alumni, Parents, FFA Outstanding Junior, 4H, Ag teachers, scholarship, etc.
 - Follow-up database
 - Establish Recruitment Goals
 - Establish and follow timelines
 - Reporting structure to provide updates
 - Pair off recruits with undergrads so they can learn about the house
 - Contact nationals or other chapters for ideas on recruitment
- Review the written plan
 - Who—Executive Council and Alumni Board
 - When—First Alumni Board meeting of each new semester
- Conduct an evaluation of recruitment strategy
 - Who—EC and Alumni Board
 - When—last Alumni Board meeting of each semester
- Identify standards and values that are expected of members
 - Who—VNR Membership
 - When—Jan. 1, 2009
 - Renter’s insurance
- Conduct a recruitment training session for all members
 - Who—VNR Recruitment
 - When—First general meeting of the new semester
 - Get undergrads to start to recruit
 - Set up a system for undergrads to give them updates of recruit contacts
- Develop a 30-second speech (selling points) that each member should know

- Who—Advisor
- When—Jan. 1, 2009
- Create incentives for alumni for recruitment
 - Who—Alumni Board
 - When—Nov. 25, 2008
- Create our own Tau chapter display/booth
 - Who—**Historian**, VNR Recruitment, Alumni Board
 - When—Feb. 1, 2009
- Develop and maintain a recruitment budget
 - Who—**VNR Finance**, VNR Recruitment, Alumni Board
 - When—Jan. 1, 2009

Alumni Involvement

Goal Statement

“Create an atmosphere that fosters alumni involvement and provides a sense of gratitude and appreciation to the alumni.”

Action Steps

- Develop joint philanthropy events
 - Who—**Philanthropy**, VNR Alumni Relations
 - When—one per semester
- Redefine alumni-undergrad activities to encourage more alumni support
 - Who—**VNR Alumni Relations**, VNR M and O, Facilities chair, VNR Activities, Alumni Relations chair
 - When—starting ASAP, establish at least six-month forward planning calendar
- Create networking opportunities
 - Who—**VNR Alumni Relations**, Alumni Relations chair
- Conduct a concerted effort to recover missing alumni and inform the home office
 - Who—VNR Alumni Relations and Alumni Relations chair
- Increase communication
 - Establish an individual communication plan with the alumni
 - Create a list serve with all the alumni emails
 - Personalized invitation to activities
 - Enhance ability to receive communication from alumni
 - Develop a mass media communications plan (Crescent, newsletter, emails, website)
 - Send thank you notes
 - Who—**VNR Alumni Relations**, committee?
- Take initiative in helping alumni
 - Assist with chores to alumni who live in the surrounding area
 - Who—Philanthropy chair

- Set up group specific events (Noble Rulers, certain decades of alumni, faculty, etc.)
 - Can be tied in with other events
 - Who—VNR Alumni Relations and Alumni Relations chair
 - When—Set quarterly updates
- Create and undergrad-alumni transfer program
 - Who—VNR Membership
 - When—at each graduation
- Develop a tracking system for alumni participation
 - Who—VNR Alumni Relations and Alumni Relations chair
 - When—Jan. 1, 2009
- Develop an alumni recognition program
 - Who—VNR Alumni Relations and Alumni Relations chair
 - When—Jan. 1, 2009

Academics

Goal Statement

“To create an atmosphere where all members are challenged and rewarded to excel academically and professionally on and off campus”

Action Steps

- Create a written scholarship plan
 - Goals, consequences, incentives, rewards
 - Who—VNR Scholarship
 - When—Jan. 1, 2009
 - Achieve house average of 3.0 overall, with 25% on the dean’s list
 - Have no members on academic probation
 - Create incentives and recognition for all members
 - Stress importance of grades
 - Spread the scholarships to all members
 - Develop an atmosphere to excel in academics
 - Enhance the grade mentorship program
 - Stay up to date on test files
 - Encourage utilization of campus resources
 - Develop scholarship goals
 - Define academic expectations of members
- Develop a training program for study habits
 - Who—VNR Planning
 - When—each semester
- Hand out scheduling tools

- Who—VNR Scholarship
- When—each semester
- Develop a reporting system for advisors and alumni board
 - Provide detailed, up-to-date, academic reports
 - Who—VNR Scholarship and Alumni Board
 - When—first Alumni Board meeting of each semester
- Zane will contribute \$500 to be matched by the Alumni Board for a total of \$1000 to go to a steak dinner for all members when AGR Tau Chapter wins the highest fraternity GPA on campus

Communication

Goal Statement

“To develop a system which establishes open communication that promotes and achieves our vision and goals”

Action Step

- Build a written communication plan
 - When—Jan. 1, 2009
 - Incorporate 21st century, communicative technology
 - Who—Historian
 - Gain university expertise to enhance plan
 - Improve efficiency and timeliness
 - Set dates for press releases and updates
 - Who—Historian
 - When—at least monthly
 - Send monthly e-mail updates to e-mail list
 - Create open dialog with college, alumni, faculty, parents
 - Improve transparency between general membership and EC and recruits
 - Communicate openly with recruits
 - EC Updates at the chapter meetings
 - Who—Noble Ruler
 - When—as needed
 - Send EC and chapter meeting minutes to Alumni Board
 - Who—VNR Planning
 - When—weekly
 - Send Alumni Board minutes to the undergrads and Alumni Board
 - Who—Secretary
 - When—within week of the meeting
 - Proactively place emphasis on feedback
 - New member feedback
 - Alumni feedback

- When—week after Rush for new members, each semester for Alumni Board
 - Improve open communication with the home office
 - Who—**Noble Ruler**, VNR Membership
- Promote the website
 - Who—Historian
 - When—Weekly
- Maintain an open phone line for the house
 - Collect and return calls in a timely basis
 - Who—VNR Planning
- Conduct faculty dinner and provide updates to faculty
 - Who—VNR Scholarship, Steward
 - When—annually, early spring semester
- Expand upon historian job responsibilities
 - Facebook updates
 - Website updates
 - Monthly e-mail
 - News releases
 - Photo CD's
 - Updating external hard drive
 - Consider VNR for PR/Communications
 - Who—Previous Historian
 - When—Dec. 12, 2008
- Updating Strategic Plan
 - When—annually

Administrations/ Operations

Goal Statement

“To implement a dynamic, efficient, and functional governance system that allows for sustainability of our premier organization”

Action Steps

- Develop a Business plan
 - Who—Executive Council and Alumni Board
 - When—annually, end of spring semester for Alumni Board; during EC Retreat for undergrads
 - Address summer costs
 - Prepare and adopt an operating budget
 - Short term (6 months) and long term (calendar year)
- Develop a written policy and standard operating procedures
 - Who—Executive Council and Alumni Board

- When—End of spring semester, review and update annually
- Set a functional transition between officers
- Maintain records
- Develop an organization functionality chart
- Who employs who and under what conditions
- Risk management plan
- Maintain online financial bookkeeping
- Review and update Rules and Traditions
 - Who—transfer administration to VNR Planning
- Develop a house improvement plan
 - Who—**Facilities chair**, VNR M and O
 - When—Apr. 1, 2009
- Develop membership and alumni development program
 - Who—VNR Membership, Vice President
 - When—end of spring semester
 - Incorporate parliamentary procedure during meetings
 - Possible training session for new members
 - Create a leadership development program
 - Review and enhance the brotherhood program
 - Who—VNR Membership
 - Taking initiative to meet our goals
 - Encourage to take risks
- Develop a fundraising plan
 - Who—Fundraising chair
 - Maintain scholarship fund
 - Develop a plan for alumni matching challenge grant
 - Fund the house improvement plan
 - Recognition of donors
- Build relationships with outside community and college officials
 - Who—Greek Liaison, Noble Ruler, Alumni President, Philanthropy
- Continually submit to National Award system
 - Who—Noble Ruler and Alumni Board Secretary
 - When—Spring annually

Fun

Goal Statement

“To understand the importance of camaraderie and the social aspect of college while maintaining values, scholarship, and morality”

Action Steps

- Risk management
 - Following IFC guidelines
 - Understanding the policy
 - Who—VNR Activities and Noble Ruler
- House participation
 - Needs assessment
 - Incentive to encourage members to participate
 - Timing
 - Image and presence
 - Education on social interactions
 - Who—VNR Activities
 - When—ongoing
- Greek community involvement
 - Sorority one-on-ones
 - Get-togethers with other Greek organizations
 - Who—**Greek Liaison**, VNR Activities
- Party details
 - Enforcement
 - Who—VNR Activities
- Athletics
 - Participation
 - Who—Athletic Director
- Maturity
 - Exercise good judgment
- Alumni-Undergrad-Recruit interaction
 - Softball game
 - Family BBQ
 - Golf
 - Football
 - AGR Hogroast
 - Bowling
 - Who—**VNR Activities**, Athletic Director, VNR Alumni Relations
- Participation in other CANR programs
 - Who—VNR Activities