



Alpha Zeta's Strategic Plan

2008



Alpha Zeta's Vision Statement

“To be the premier fraternity building lifetime values, skills, and brotherhood among men bonded by agriculture.”



Issues

- Recruitment
- Finance
- Member development
- Brotherhood
- Involvement
- Academics
- Values
- Communication
- Facilities



Values for Growth

- Work ethic
- Integrity
- Respect
- Financial responsibility
- Accountability
- Attitude
- Honor
- Exemplary personal character and ethical conduct
- Commitment to academic excellence
- Commitment to interpersonal growth
- Leadership development
- Lifelong relationships
- Quality and diversity of membership



Recruitment Goal

“To recruit and retain men of character who will fulfill Alpha Zeta’s vision.”



Action Steps

- **Diversify recruitment**
 - Target non-”traditional” majors
 - Train alumni
 - Start a junior program
 - Written follow up process
- **Articulate Expectations/what you are getting into**
 - Involve family
 - Go over covenant beforehand!
 - Sign guys that will stay



Action Steps

- **Write a recruitment plan**

- Who: VNR Recruitment & Alumni (specific)
- By:
- Define recruitment criteria – objective measures
- Year round recruitment and initiation
- Goal statement (# of guys)
- Specific alumni involvement
- Each member recruit a replacement
- Debrief new members – why did they join



Action Steps

- **Assign a task force to examine length of contract, living incentives, etc. (alumni board/living incentives committee; March 1, 09))**
 - Student demographics, attitudes, contract fulfillment and impact on full house
- **Involve all undergrads & more alumni**
 - Who: Joint VNR Alumni & Alumni Mentor
- **Update virtual AGR Experience – video tape chapter activities & burn to CD for use in personal visits & recruitment weekends**
 - Who: VNR Recruitment & committee
 - By: Immediately, complete by Spring 2005



Recruitment Action Steps (con't)

- **Review plan with chapter**

Who: E-council

When: Prior to alumni presentation

- **Review plan with alumni**

Who: E-council & advisors

When: Spring 2004



Membership/Brotherhood Development Goal

To develop a brotherhood of men that fulfills
the life-long vision of Alpha Zeta.



Membership Development Action Steps

- **Create additional brotherhood building events**

Who: VNR Member Dev. & E-Council Advisor

By:

- Attend church services together
- Diverse activities to develop all aspects
- Review system of receiving recognition pin
- Greater involvement with all activities



Membership Development Action Steps (con't)

- **Develop alumni mentoring program for all members**

Who: VNR Member Dev. & Advisors

By:



Membership Development Action Steps (con't)

- **Expand involvement in community service projects**

Who: VNR Planning

By: ongoing

- Chapter & individual member projects

- **Establish spiritual development program(s)**

Who: Chaplin

By:



Membership Development Action Steps (con't)

- **Implement activities that build brother retention**

Who: E-Council

By:



Membership Development Action Steps (con't)

- **Require membership education tests of all brothers**
Who: VNR Membership Development
By: each semester
- **Fully implement Brotherhood Program**
Who: VNR Membership Development/kylo
By:
 - Focus on using 5 Orders Recognition Program & elevate recognition of achievement
 - Involve Big B's and alumni with 5 Orders Program
 - Involve alumni with initiation ceremony
 - Adopt alumni incentive package
 - Kylo's efforts



Membership Development Action Steps (con't)

- **Conduct training sessions with guest speakers on job training & industry issues**

Who: Guest Speaker Chairman

By: each semester

- Utilize alumni where possible

- **Host AGR Faculty dinner**

Who: Noble Ruler

By: once a year



Membership Development Action Steps (con't)

- Utilize Golden Crescent as a membership tool
- Develop relevant programming
- Meet all requirements (be competitive) for Maynard Coe

Who: E-Council & E-Council Advisors

By:



Academic Goal

“For each brother to achieve academic excellence.”



Academic Action Steps

- **Maintain consistent GPA that ranks in top quartile & exceeds all-men's average**

Who: every brother

By: ongoing

- Promote academic integrity
- Evaluate the learning process
 - Jake will get farm credit to come in and ?
- Self-help programs (time management, study skills)
- Enforce quiet/study hours and class attendance
 - VNR Scholarship; e-council
 - Check with faculty
- Incentives, disincentives, scholarships



Involvement Goal

“To excel in fraternal, collegiate, community, professional, and life endeavors reflecting a positive image on Alpha Gamma Rho.”



Involvement Action Steps

- **Insure all brothers comply with chapter guidelines and standards.**
 - Involved in at least one campus organization
 - Seek leadership in those organizations
 - Emphasize participation in Greek community events
 - Participation in all house events
 - Who: VNR Membership Development & Noble Ruler
 - By: ongoing



Involvement Action Steps (con't)

- **Make Pink Rose a successful joint event**
- **Invite alumni to recruitment events**
- **Create valuable events for alumni *and* undergraduates**
- **Who: VNR activities and alumni; Todd Johnson (accessible by 900 number)**



Involvement Action Steps (con't)

- **Meaningful officer/records transition process**
 - Officer retreat
 - Storage place (create archive; Benny)
 - Who: NR/Josh
- **E-Council Advisory Board**
 - Mentoring for members

Who: Chapter advisors/NR

By: March 1, 2009



Communication Goal

“To foster an environment of open dialog
among all brothers.”



Communication Action Steps

- **Emphasize personal accountability**
 - Who: Noble Ruler; every brother
 - By: ongoing
- **Work toward one image of brotherhood, not undergraduates and alumni**
 - Who: E-Council and Alumni Board
 - By: ongoing



Communication Action Steps (con't)

- **Keep an updated website**
 - Web czar
 - Get alumni emails in one place
 - Distribute Crescent as a PDF
 - Separate alumni listserve
- **Organize alumni “Fun Raising” events – golf, dinner, socials**
 - Meaningful programming to optimize time
 - Who: alumni volunteers



Communication Action Steps (con't)

- **Emphasize positive message about AGR**
 - Who: Crescent/Newsletter editor, all leaders
 - By: ongoing
 - Get news to home office
- **Conduct regular and meaningful committee meetings with reports**
 - Who: E-Council
 - By: bimonthly and as called



Finance Goal

“Ensure long-term financial sustainability of Alpha Zeta.”



Finance Action Steps

- **Maintain competitive house bills**
 - Who: VNR Finance & Alumni Treasurer
 - By:
 - understand, communicate and agree on each budget and its implication



Finance Action Steps (con't)

- **Implement long-term plan for chapter operations and alumni board (5 & 10 year)**
 - Who: VNR Finance & Alumni Board Treasurer; Steve
 - Determine financial impact of programming needs on member development



Finance Action Steps (con't)

- **Conduct financial management seminar**
 - Who: VNR Finance & Guest Speaker Chair
 - By: Fall annually
- **Maintain collection policy for outstanding house bills**

Who: VNR Finance, Alumni Treasurer, E-Council Advisor

By: immediately



Finance Action Steps (con't)

- **Develop a financial plan to complete the chapter house addition**
 - Who: Alumni Board
 - By: March 1, 2010
- **Share budgets and work together while building them**
 - Who: VNR Finance & Alumni Treasurer
 - By: spring, annually



Finance Action Steps (con't)

- **Review out-of-house financial obligations**
 - Who: VNR Finance & Alumni Board
 - By:
- **Launch a capitol campaign for long-term member development**
 - Scholarships, leadership development
 - Endow VNRs
 - Application of life insurance
 - Other options, opportunities

 - Who: VNR Finance, Alumni Board
 - By:



Facilities Goal

“Provide safe, comfortable, clean, and competitive housing.”



Action Steps

- Write an operations plan
 - VNR Ops, housemom, Roger
 - Room care info
 - Define duties and who is responsible
- Training
 - How is a duty done right?
- Annually review maintenance and improvement needs
- A list of property undergraduates are responsible for
- Recognize excellence/investigate incentives
- Monthly check-out
 - Incentives and disincentives
 - Jake/and alumni
- Tour PIKE, call home office, tour Theta

