

## Issues

- Housing
- Money
- Alumni Activity
- Recruitment
- Professional attitude
- Grades
- Image
- Risk
- Involvement
- Retention
- Brotherhood
- Opportunities
- New Member Development
- Number of Undergraduates
- Social
- Leadership
- Career Placement
- University Relations
- Tradition

# **DON'T SAY ACTIVES**

## Housing

Number of recruits, locations, not modern, falling down, parents(image), health/safety, symbol-success, brotherhood,

## Money

Debt, collection rate, budgets, competitive rates, numbers, lack of expectations, paying university for housing

## Inactivity

More recallable, get people to come out, expectations

## Recruitment

Everyone's job, image, value standards, market self

## Professional Attitude

Everyone clean

## Grades-Scholarship

Mediocrity, environment, class attendance

## Retention

Money, expectations, disclosure, standards

## Brotherhood

Split house, membership development, brotherhood program, strong bond

## Social

# **Alpha Iota Strategic Plan**

## **Vision Statement:**

To be a lifelong brotherhood, committed and competitive, providing the utmost opportunity for the unlimited success of each member and the fraternal bond

Priorities: Housing, Recruitment, Finances,  
Alumni Activity, Member Development,  
Scholarship

### Housing Goals Statement

To provide a superior housing environment  
for excellence in scholarship, recruitment,  
health/safety, and brotherhood.

Action steps: Housing

1. Establish house feasibility committee

Who: Alumni Board

When: January 15, 2008

- Seek alumni support of options selected  
Who: Committee
- Transitional living plan
- Alternative of repair vs. new; and various  
models
- Conduct an equity appraisal

- Determine appropriate number of occupants
  - Enhance Financing options  
Request a report with recommendations no later than August 2008 at Founders Day
2. Continue strong recruitment efforts  
Who: VNR: Recruitment  
When: On going
  3. Establish a time frame for decision making  
Who: Alumni Board  
When: January 15, 2008
  4. Maintain positive relations with University  
Who: Alumni Board/Chapter  
When: On going
  5. Develop a policy and post throughout the house, regarding care of house  
Who: VNR- Operations  
When: January 31 2008

Recruitment Goal Statement: Engage all members in recruiting outstanding men who support the chapter's ideals and enables it to reach its vision.

## Action Steps: Recruitment

### 1. Develop written recruitment plan

- Get to recruits early
- Conduct all member recruitment school
- Hold each member accountable
- Establish expectations for each member
- Establish membership qualifications and expectations
- Identify potential new members prior to formal rush
- Organize and engage the alumni in the process

- Develop creative door openers, references and leads  
When: March 1 2008  
Who: VNR- Recruitment
- 2. Initiate at least 25 and retain 90%  
Who: VNR- Recruitment  
When: October 1 2008

### Goal Statement: Finance

To be financially solvent enabling the chapter to provide an adequate living environment, education, professional enhancement and social experience.

#### Action steps:

1. Set up reliable collection process  
Who: Noble Ruler/VNR-Finance  
When: December 20, 2007
2. Establish set of financial controls

Who: Alumni Board

When: January 31, 2008

3. Create an annual budget

Who: Alumni Treasure/ VNR-Finance

When: January 31, 2008

4. Enforce policies of overdue bills

Who: Executive counsel/ Alumni Support

When: On going

5. Develop policies and procedures that will give us control over our budgets

Who: Executive counsel/Nobel Ruler

When: January 31, 2008

6. Conduct fund raiser

Who: Executive counsel/ Alumni Support

Goal Statement: Alumni Activity

To be an engaged association of alumni whose members share their experiences to support the undergraduate members and foster development of better men and promote the vision of the fraternity

Action Steps:

1. Establish Alumni/executive undergraduate officer liaison system

- Who: Each officer  
When: January 31 2008
2. Engage Alumni by calling undergraduates  
Who: VNR-Alumni Relations with his alumni liaison  
When: January 31 2008
  3. Develop low impact ways for alumni to get involved i.e.: email, phone  
Who: Alumni board  
When: January 31 2008
  4. Develop a plan to actively engage recent graduates  
Who: VNR- Alumni Relations  
When: December 1 2007
  5. Develop an alumni list serve that's always building  
Who: Dr. Oliver and Matt Hargis  
When: On going
  6. Develop a process to update directory  
Who: VNR-Alumni Relations  
When: Presented at founders day in August 2008
  7. Develop annual/semester calendar with at least 3 months in advance; with 4 week follow up

- Who: VNR- Planning, Alumni Secretary  
When: February 15 2008
8. Organize and implement a process to call alumni  
Who: VNR- Alumni Relations  
When: March 1 2008
9. Investigate national website service  
Who: Noble Ruler  
When: November 26 2007
10. Schedule at least 2 events to engage alumni and actives i.e. golf tournament, box at baseball stadium, survey alumni  
Who: VNR- Alumni Relations  
When: January 31, 2008
11. Email Chapter minutes to alumni that are interested  
Who: VNR- Planning  
When: weekly
12. Engage alumni in recruitment process  
Who: VNR- Recruitment; Alumni President  
When: March 1 2008
13. Plan a 75th anniversary celebration  
Who: Charles Looney  
When: December 31 2007
14. Write a thank you to donors

- Who: VNR- Planning  
When: ASP
15. Coordinate alumni mailing list between alumni and nationals  
Who: Dr. Oliver and Matt Hargis  
When: January 1 2008
16. Develop a protocol to make alumni more welcome at house;  
Who: Executive counsel and alumni board  
When: August 31 2008
17. To organize alumni participation at chapter and/or executive meetings  
Who: Alumni President  
When: December 31 2007

### Goal Statement: Member Development

To build a bond that is unimaginable to others, enhancing members' personal and professional development to achieve our vision

Action Steps:

1. Implement Brotherhood program  
Who: Executive counsel, alumni board  
When: August 31 2008
2. Engage Alumni to share experiences  
Who: VNR- Membership Development  
When: On going
3. Build continuity from year to year in development plan  
Who: VNR- Membership Development  
When: On going
4. Hold a membership education meeting on covenant, 100% signing  
Who: VNR- Membership Development, Eric  
When: Twice a year, fall and spring before rush each year
5. Develop summary of the brotherhood program for alumni (North Dakota)  
Who: VNR- Membership Development  
When: Present at founders day 08
6. Enhance Member development programs  
Who: VNR- Membership Development  
When: On going
7. Ask for audience with home office regarding 72 hour initiation

Who: Eric and Blake

When: Ask by January 31 08, present by  
May 08

8. Establish a specific responsibility for each undergraduate member

Who: Executive counsel

When: Twice a year, Two weeks after

9. Re assess attendance requirements for chapter meetings

Who: Noble Ruler, Faculty Advisor

When: November 26 2007

### Goal Statement: Scholarship

To maximize each member's academic potential in an environment that fosters the learning necessary to support a lifetime of success.

### Action Steps:

1. Make academics a priority in recruitment

Who: VNR- Recruitment

When: March 1 2008

2. Promulgate the individual and chapter expectations of academic goals

Who: VNR- Scholarship, Faculty Advisor

When: January 14 2008

3. Develop system to monitor class attendance

Who: VNR- Scholarship, Faculty Advisor

When: January 14 2008

4. Change acceptance of mediocrity

Who: Executive counsel

When: On going

5. Establish high academic standards in new members

Who: VNR- Scholarship, Member

Development, Faculty Advisor

When: As part of orientation

6. Develop incentives and recognition i.e.: scholarships, awards for most improved GPA

Who: VNR-Scholarship, Faculty Advisor, Alumni board

When: March 1 2008

7. Upgrade study hall

Who: VNR- Operations

When: February 28 2008

8. Modernize study hall resources i.e. test file, computers, floor

Who: VNR- Operations, Scholarship,  
Faculty Advisor

When: February 28 2008

9. Get big brother to make sure little brother is in class

Who: VNR- Scholarship, Member  
Development, Faculty Advisor

When: January 14 2008

10. Investigate and implement further career opportunities

Who: Alumni board

When: January 31 2008

Goal statement: Risk

Be at all times informed and timely with  
addressing any potential risk  
management policy

Action steps:

1. Review and enhance risk  
management policy

Who: Alumni board

When: January 31 2008

2. Conduct risk management educational  
seminar

Who: Alumni board

When: February 28 2008

3. Develop appropriate action steps to address any weaknesses in compliance

Who: Executive counsel

When: March 15 2008

Execution of strategic planning:

1. Establish a calendar of dates and deadlines

Who: Eric, Blake

When: December 1 2007

2. Conference call with Alumni board with undergraduate participation

Who: Mr. Satterfield

When: Mid December

3. Alumni meeting face to face communication; and present to the undergraduate chapter

When: January 14 2008

Who: Executive counsel/ Alumni board

4. Send letter to Alumni showing vision and goals  
Who: Eric  
When: December 1 2007
5. Post vision, goals, and covenant in the house  
Who: Noble Ruler  
When: January 14 2008
6. Attend to action items at every Alumni and chapter meeting  
Who: Mr. Satterfield, Noble Ruler  
When: At each meeting
7. Send copy to home office:  
[Rachelle@alphagammarho.org](mailto:Rachelle@alphagammarho.org)  
[zane@thevillages.net](mailto:zane@thevillages.net)
8. News release!  
Who: Jon  
When: January 14 2008
9. Visit Dean of Instruction  
Who: Fendley, Faculty Advisor,  
Chapter Advisor
10. Visit Chancellor  
Who: Reece, Faculty Advisor,  
Chapter Advisor
11. Celebrate successes

12. Meet again, reinforce  
When: April 2008
13. Maintain sense of urgency