

2009 ALPHA UPSILON STRATEGIC PLAN



Goal Statement for Brotherhood and Leadership

“Instill in each brother core values so that he will understand the concept of Brotherhood thus making his participation in AGR a lifelong passion.”

- 1. Update Alpha Upsilon qualifications and standards**
 - a. VNR, Standards committee, September 23, 2009
- 2. Develop written set of core values & enforce them**
 - a. VNR, Executive Council, September 13, 2009
- 3. Education for upperclassmen on various chapter subjects**
 - a. MD, October 15, 2009
 - b. Alumni speak of Trivia on Alpha Upsilon Chapter
- 4. Written Recognition plan for the active chapter**
 - a. MD, VNR, Executive Council, October 9, 2010
- 5. Emphasis on Big Brother Education**
 - a. MD, September 18, 2009
 - b. Big Brother meet with Little Brother during his Membership Development Meetings
- 6. Review Covenant before brotherhood vote**
 - a. Recruitment, MD, VNR, Active Chapter, Bi-Annual
- 7. Review and strictly follow National Risk Management Policy**
 - a. MD, VNR, September 19, 2009
- 8. Have active chapter review local and national constitution**
 - a. MD, December 19, 2009
- 9. Develop written statement outlining repercussions of state and federal laws**
 - a. MD, Executive Council, Advisors, December 19, 2009

Goal Statement for Recruitment

“To achieve a level of recruitment, that will help meet the needs of the chapter while upholding the morals of AGR.”

1. Revise and Establish new written recruitment plan

- a. Have a written plan for review by active chapter and advisors.
- b. VNR Recruitment, December 19, 2009

2. Create a web-based alumni/active directory

- a. Allow alumni access to recruitment info
- b. Have a link for prospects to find an AGR near them
- c. Alumni Relations, Alumni Board, VNR Recruitment, January 30, 2009

3. VNR Recruitment “internship”

- a. Create a fund that will allow the VNR Recruitment to focus on recruitment
- b. Alumni Board, Executive Council, October 10, 2009

4. Establish Recruitment for Fraternity

- a. Hold Recruitment Schools for active chapter bi-annually
- b. Hold Recruitment Schools for alumni at AGR Regional and Area meetings
- c. VNR Recruitment Schools, Alumni Relations, March 2010

5. Target more than high school seniors

- a. Visit high school & speak with FFA advisors
- b. Target freshmen, sophomores, and juniors as well.
- c. VNR Recruitment, Bi-Annual

6. Advisors attend recruitment school

- a. Executive Council, Advisors, Spring 2010

Goal Statement for Scholarship

"To maintain the highest academic achievements on campus by establishing a successful scholarship program"

1. Recognize achievements within the chapter

- a. Steak and beans program at mid-term
- b. Chapter sponsored activities (dinner, movie, skeet shoot)
- c. Recognition during meeting
- d. VNR Scholarship, December 19, 2009

2. Develop More Scholarships for brothers

- a. Develop a scholarship that pertains to a certain major(s)
- b. Higher education scholarship (master's program, etc.)
- c. Low interest loan to needing brother
- d. VNR Scholarship, EC, December 19, 2009

3. Have Zero Probationary Brothers

- a. Develop Academic mentors within the chapter
- b. Weekly grade updates
- c. Have a Formal Academic Dinner

d. VNR Scholarship, Active Chapter, Spring 2010

Goal Statement for Alumni Involvement:

“To achieve an adequate participation of alumni to support and improve both the alumni chapter and undergrad chapter”

1. Develop Area Alumni Boards

- a. Have at least 2 Alumni Boards, 1 in West TN. and 1 in Middle TN., that report to the Alpha Upsilon Alumni Board
- b. Alumni Board, Alumni Relations, Spring 2010

2. Revise and update Alumni Database

- a. Use an updated electronic program that can be used through the internet, which is password protected, to view and edit the database.
- b. Alumni Relations, Spring 2010

3. Have a Call-a-thon update Alumni Information

- a. Active chapter, October 5, 2009

4. Alumni/Active Fraternity Event Activities

- a. Have at least 1 event every semester involving actives and alumni, besides Homecoming and Founder's Day.
- b. Alumni Relations, Alumni Board, Bi-Annual

Goal Statement for Financial Sufficiency

“To maintain sufficient funds that will support our fraternity at a price comparable to other housing”

- 1. Develop sound fundraising plan.**
 - a. Finance, Executive Council, Alumni Board, Spring 2010
- 2. Develop written guidelines for those who are not able to pay monthly bill**
 - a. Develop a loan program
 - b. Look over and revise guidelines for those who are unable to pay bills. (Consequences for late payment, actions taken, etc.)
 - c. Finance, Executive Council, Advisors, Dec. 19, 2009
- 3. Chapter Financial Incentive Program for Financial Efficiency**
 - a. Work with Alumni to develop incentives for meeting financial goals.
 - b. Finance, Alumni Board, Founder’s Day 2010
- 4. Develop Energy efficiency program (GO GREEN)**
 - a. Set goals for utility bills.
 - b. Increase kitchen-related cost efficiency.
 - c. Finance, Alumni Board, Executive Council, Dec. 19, 2009
- 5. Conduct Financial Education/ Training for the active chapter**
 - a. Bring in qualified alumni to conduct lessons in financial education.
 - b. Finance, Alumni Board, October 28, 2009

