

Alpha Gamma Rho-Beta Gamma
Strategic Planning, 2003
Vision Statement, Goals, and Action Plans

Vision Statement: To be the premier fraternity that emulates professionalism, integrity, and leadership by building strong bonds of brotherhood among men in the agricultural community.

Goal Categories:

- Facilities
- Membership Development
- Communication
- Recruitment
- Finances

Goals & Action Plans

Facility-

Goal-To have the preferred housing choice for members which can expand and comfortably accommodate up to 30 men and a house mother, while remaining cost effective and attractive.

Action steps:

1. Explore and report needs and feasibility of upgrade/renovation/construction (including assessment of garage)
 - a. Mike Grulke, Fall 2003
2. Implement the fundraising program to achieve recommendations of the above report
 - a. Alumni Board (Jason Brown), Winter '03/04
3. Routinely provide a list of house needs to Alumni Board
 - a. VNR-Operations, quarterly
4. Create a routine upgrade program and plan
 - a. Building/Grounds, Alumni Board, annual meeting
5. Create a risk assessment survey, to be completed annually, for the house and grounds.
 - a. VNR-Operations + Building/Grounds + VNR-Activities, annually
6. Review chapter risk management policies
 - a. Chapter Exec. Board, annually at retreat

Recruitment-

Goal: Recruit actively to maintain at least 50 quality men by utilizing all campus, alumni, & fraternal resources.

Action steps:

1. Design a summer recruitment program
 - a. VNR-Recruitment, April 2003
2. Involve Alumni in the recruiting process
 - a. VNR-Recruitment, ongoing
3. Better use of technology in recruiting
 - a. VNR-Recruitment, December 2003

4. Use recruiting fairs, high school visits, letters to ag teachers and Alumni
 - a. VNR-Recruitment, spring 2003
5. Review and update recruitment packet
 - a. VNR-Recruitment + Alumni Board, annually in spring
6. Provide incentives for recruitment officer
 - a. Only for recruitment officer for meeting goals
 - b. Incentive to any member who brings in a member
 - c. Put up money, undergrads determine how money is distributed
 - d. Salary
 - e. Money to house if goal is met
 - i. Exec. Board + Alumni Board, ASAP
7. Review scholarship program for new members
 - a. VNR-Scholarship + Alumni Board, ASAP
8. Implement recruitment committee
 - a. VNR-Recruitment, ASAP
9. Hold mini-recruitment school for all members
 - a. VNR-Recruitment, each semester

Brotherhood (Leadership, Member Development, Image)

Goal-To develop our membership from initiation throughout their lives by providing opportunities for brotherhood, including leadership, personal growth, and group interaction to achieve our vision of excellence.

Action Steps:

1. Schedule bi-monthly educational workshops with alumni facilitators
 - a. VNR-Membership Development + Undergraduate Chapter Com., bi-monthly
2. Provide funding for attendance at national events
 - a. Alumni Board + Undergraduate Chapter, yearly budgets
3. Implement mentoring program
 - a. Undergrad Com. Chair, Fall 2003
4. Write clear expectations for undergrads and hold them accountable
 - a. Exec. Board, Fall of each year
5. Review and implement brotherhood program
 - a. VNR-Membership Development, Fall 2003
6. Re-evaluate semi-annual vote
 - a. VNR-Membership Development, Fall 2003
7. Develop networking opportunities
 - a. VNR-Activities, Fall 2003
8. Invite Alumni to house more, make it an event, make it personal
 - a. VNR-Activities, Fall 2003

Communication

Goal- To develop channels of communication that enable our brothers to effectively relay information, address challenges, identify opportunities, and enhance our common bond of Alpha Gamma Rho.

Action Steps:

1. Develop a clear set of policies and procedures that outline expectations of and between the Alumni and Undergraduate chapter.
 - a. Exec. Board & Alumni Board, Fall 2003
2. Create and maintain a written plan for communication and information transition.
 - a. Undergrad Com, Fall 2003
3. Develop an effective program for leadership transition to ensure that no information and expectations are lost between officers.
 - a. Exec. Board & Alumni Board, at elections
4. Hold one planning meeting between Alumni and Undergraduates each year to develop goals and address issues.
 - a. Strategic Plan Driver, annually
5. Publish additional high-quality newsletters, crescents, publications-value for Alumni
 - a. VNR-Alumni Relations & Alumni Functions Com. , ongoing
6. Create more complete and easier to use database and email list
 - a. Alumni Functions & VNR-Planning, ongoing
7. Investigate feasibility of outside web hosting
 - a. Alumni Functions, Fall 2003
8. Hold events at industry events
 - a. Alumni Functions, ongoing
9. Rough calendar and develop a consistent date for events
 - a. Alumni Functions & VNR Activities, ongoing
10. Do more personal communication (informative, phonathons, etc.),
 - a. VNR-Alumni Relations & Alumni Functions, Fall 2003

Financial

Goal-Remain fiscally viable in order to meet our obligations while setting up financial mechanisms to achieve future goals.

Action Steps:

1. Develop a perpetual and ongoing trust of \$500,000 to \$1,000,000 to support chapter needs.
 - a. Alumni Finance Com., Fall 2003
2. Set up group of highly dedicated individuals to make strategic contacts regarding trust fund solicitation and major fundraising campaigns.
 - a. Alumni Finance Com., Fall 2003
3. Share our budgets with each other.
 - a. Alumni Treas. & VNR Finance, annually