

# Beta Mu strategic plan

## Vision Statement-

To be the premier fraternity, developing respected leaders, both on campus and in society, with a brotherhood coveted by all.

## Priority Issues

Involvement

Finance

Pride

Grades

Educate

Communication

House

Prioritize

## Goal Statement – Involvement

To maximize brothers involvement in activities in order to better achieve our purpose.

### Action Steps

1. Develop a six-month rolling calendar of activities.

Who – VNR-Planning

When – Attach schedule to weekly meeting minutes.

Partially accomplished – Some dates have been chosen well in advance; however, I haven't seen a set of minutes in years.

2. Select and focus on activities that benefit the chapter and the brotherhood.

Who – VNR-Activities

When – Six months in advance.

Most activities chosen have potential to benefit the chapter and its members

3. Conduct a personal phone follow-up in advance of activities.

Who – VNR-Alumni Relations

When – At least two weeks in advance of specific activities

I haven't noticed this goal being put into action.

4. Update alumni database.

Who – VNR-Alumni

When – First progress report: March 1<sup>st</sup>

Final report: April 1<sup>st</sup>

I have seen no effort put into this goal.

5. Produce a semesterly Crescent.

Who – VNR-Alumni

When – June 1<sup>st</sup> and two weeks after homecoming.

I have seen no effort put into this goal.

6. Enhance Alumni recognition program.

Who – VNR-Alumni

When – Second meeting of fall semester.

I have seen no effort put into this goal.

7. Print and mail an alumni directory.

Who – VNR-Alumni

When – April 1<sup>st</sup>

I have seen no effort put into this goal.

## Finance Goal Statement –

To achieve long term financial stability

Action Steps –

1. Create an Annual Chapter budget  
Who – VNR-Finance  
When – May 1. Update annually.  
I was told that this was accomplished verbally in April.  
Verbally = VNR-Finance read a budget to the chapter.
2. Create and maintain an organized financial record keeping system.  
Who – VNR-Finance  
When – May 1.  
?
3. Carry out at least 3 successful fundraisers per semester. With a goal of at least \$4,000.  
Who – Fundraising Chair  
When – February, March, April, September, October, November  
Perhaps they can list 3 “successful” fundraisers.  
I think the BBQ was successful last spring.
4. Maintain at least four brothers under contract living in the house.  
Who – Operations  
When – First meeting in Fall 2009  
During spring, two alumni were living in the house.  
Now, one alum is living there.  
Rumor has it that two or three undergraduates are paying rent without actually living there this semester.
5. Retire short term debt  
Who - Finance and Fundraising  
When - December 31<sup>st</sup> 2009  
Debt to AGR National has reportedly been eliminated.  
Undergraduates are a few months behind in rent to alumni board.
6. Hold all brothers accountable for their financial obligations and create an incentive program.  
Who – VNR-Finance and EC and Alumni Board  
When – Everyday — Always  
I think they have done well with this one.
7. Conduct a financial information workshop.  
Who – Finance and Membership Development  
When – October  
Due this month
8. Create a reserve fund  
Who – VNR-Finance  
When – January, 2010  
N/A

## Scholarship Goal Statement –

To create an environment that encourages high academic achievement.

Action Steps:

1.. To have 100% of brothers to achieve a 2.75.

Who – VNR Scholarship

When – Each Semester

LOL

2.. To consistently rank above all fraternities.

Who – VNR- Scholarship

When – Each Semester

LOL

3.. Conduct active fundraising projects to increase the scholarship funds

Who – VNR-Scholarship, Fundraising Chair, and Alumni Board

ie. Raffle, Alumni contributions, fundraising

When – Fall Raffle, Alumni contributions Dec. 1<sup>st</sup> each year, 20% of fundraisers

N/A

4.. Create a scholarship fund with AGR Educational Foundation

Who – Alumni President

When – Feb. 28, 2009

One e-mail sent on March 3 to AGR National asking for procedure to accomplish this item – but no follow-up

5.. Encourage all brothers to utilize free campus tutoring program.

Who – VNR-Scholarship

When – Beginning of each semester

I have seen no effort put into this goal.

6.. Establish a mandatory Study Hour program.

Who – VNR-Scholarship

When – March 1<sup>st</sup>

Rule on study hours is in Chapter Standards – probably not enforced.

7.. Maintain updated orderly test files.

Who – VNR-Scholarship

When – End of every semester

I have seen no effort put into this goal.

8.. Hold scholarship expectations briefing at the beginning of each semester.

Who – VNR-Scholarship

i.e. Written expectations to be signed each semester.

(Class attendance, mid-term grade reports, study habits, etc.)

When – The beginning of each semester

I have seen no effort put into this goal.

## Membership Development Goal Statement –

To create opportunities for personal and professional life long success.

Action Steps -

1.. Create and carry out a new member orientation program.

Who – VNR-Membership Development

When – Complete within four weeks after initiation

N/A – No new members initiated last semester.

2.. Implement and carry out the AGR Brotherhood Program

Who – VNR-Membership Development

When – First meeting in Fall 2009

(i.e., Know fraternity, professional skills training, work ethic, behavioral skills, recognition, etc.)

Information on Five Orders distributed in March.

Locally-developed AGR Knowledge Test given April 19 based on membership development programs during Spring Semester.

Brotherhood Vote taken April 26, with one member expelled.

3.. Organize and carry out at least 2 Brotherhood events per semester.

(i.e. Canoe trip, skeet shoot, bowling, horseshoes, etc.)

Who – Membership Development and Special events coordinator

When – At least two per semester and one each summer.

Events were scheduled.

I don't know the level of participation.

4.. Attend National Leadership Seminars and Conventions.

Who – Advisor/Noble Ruler

When – When Offered

Beta Mu did not attend.

## Recruitment Goal Statement –

To aggressively seek out and initiate high quality eligible men.

Action Steps –

1. Develop Membership qualifications guidelines.

Who – VNR-Recruitment and Membership Development

When – Begin May 1, 2009

Chapter is using AGR National and APSU minimum requirements.

2.. Update the Written Recruitment plan

Who – VNR-Recruitment with previous VNR-Recruitment

When – May 1, 2009

(i.e. Goals, Numbers, Activities, Communication,  
who does what, rules, guidelines,  
resources(National or Alumni), Workshop, etc.)

I have seen no effort put into this goal.

3.. Develop recruitment materials

Who – VNR-Recruitment

When – May 1, 2009

(i.e. update Video, bulletin board, create banner, etc.)

I don't know what has been done toward this goal.

## Communication Goal statement –

To keep all brothers, undergraduates, and Alumni well informed of all activities chapter related.

### Action Steps –

1.. To produce a steady stream of information going to AGR Alumni, AGR Home Office, APSU, and the community at large.

Reference Involvement goals – Crescent and other goals

A few letters have been sent to alumni.

2.. Enhance AGR Website

Who – PR Chair

When – March 6, 2009 and each semester after.

Beta Mu website has not been updated in over ten years.

I believe the APSU website now links directly to AGR National instead of to a local AGR website.

3.. Create a professional atmosphere in regular meetings.

Who – Noble Ruler/Advisor

When – Feb. 15<sup>th</sup>, 2009

(i.e. meeting agenda, bring pen and paper, bring Golden Crescent, utilize appropriate ceremonies, etc.)

Meetings are sometimes conducted using an agenda.

4.. Create news releases

Who – PR Chair

When – as possible

(i.e. someone received a scholarship, etc.)

I have seen no effort put into this goal.

## House Goal Statement –

Construct and maintain the premier Greek residence at APSU.

Action Steps -

1.. Enhance appearance of the current residence.

Who – VNR-Operations

When - continuous

(i.e. Workdays, cleanup list (daily))

Cleanup list reverted to weekly.

2.. Create Alumni Housing Committee to conduct feasibility study,  
present options & recommendations

(i.e., size, cost, funding needed before starting construction, etc.)

Who – Alumni President

When – appoint at Founders Day, 2009

Results given by Sept. 1, 2009

I have seen no effort put into this goal.

3.. Establish Fundraising Committee

Who – Alumni President

When – by October 1, 2009

I have seen no effort put into this goal.

**\*\*\* Ultimate goal to complete new house by**

**Fall Semester, 2015 \*\*\***

## **Time Frame**

Share plan with every man in chapter.

Soon – Print twice – once by category, once by date.

Post on website, keeping track of completions as they occur.

Share plan with APSU President, dean of College of Science.

Send copy with AGR Home Office, Zane Akins, Tracie Binkley, Don McFeeters.

Expect a 6-month review with Zane Akins.

Post and use Vision Statement, goals, values.

Plan a follow-up session (review session) after one year.