

## **Beta Nu Chapter**

Strategic Plan

Created 16-17 May 2009

### **In Attendance**

Facilitator: Zane Akins

Alumni: Jim Dunn

Alejandro Lalor

Dean McCorkle

Brian Parr

Undergraduates:

Nick DeJong

Jordan Ely

Clay Hughes

Kyle Niehaus

Matt Okeson

Wesley Tobola

Lee Wright

### **Vision Statement**

To be a cohesive brotherhood of agricultural leaders with the highest character and integrity, passionately dedicated to achieving excellence in personal and professional development.

### **Top Issues**

1. Brotherhood involvement (internal participation)
2. Professional development /Industry involvement
3. Communication
4. Recruitment/Retention
5. Financial Management
6. Public Relations
7. Governance (Consistency, Continuity)

### **Brotherhood Involvement**

*Goal Statement:* To have an environment that brings member excitement, involvement and benefits from participation.

#### *Action Steps:*

1. Organize at least one professional event each month.  
*Who?* VNR – Activities  
*When?* Beginning fall semester; scheduled at least one month in advance
2. Plan and carry out organizational events on a consistent, 6 months forward-thinking basis.  
*Who?* Noble Ruler and Alumni President  
*When?* Ongoing monthly basis
3. Reorganize the Alumni Board.  
*Who?* Alumni President  
*When?* Conference call tonight
4. Plan and carry out two or more social events on a consistent, 6 months forward-thinking basis.  
*Who?* VNR – Activities

*When?* Two per semester

5. Utilize the Beta Nu Chapter Member Directory as a source of contact for all brothers.

*Who?* VNR – Alumni Relations

*When?* Reminder one month prior to all chapter functions.

6. Create additional recognition categories to reward outstanding brothers for their participation and contributions.

*Who?* Executive Council, Alumni Board

*When?* At least one month prior to Founder's Day and Pink Rose

7. Participate in National AGR Convention, Leadership Seminars, Recruitment Schools, and leadership opportunities.

*Who?* VNR – Membership Development, VNR – Planning

*When?* Ongoing

### **Professional Development/Industry Involvement**

*Goal Statement:* To offer opportunities to explore a wide range of professional/industrial avenues to enhance the partnership between our fraternity and the agricultural community.

#### *Action Steps:*

1. Identify and capitalize on opportunities for educational events, job placement, internships, networking, recruitment, fundraising, and recognition with local industry/business.

*Who?* VNR – Membership Development, VNR – Activities, Alumni Board

*When?* Semester reports at the beginning of each semester

2. Develop a mutual relationship with one company to establish a model for future partnerships.

*Who?* Professional Relationships Group consisting of Alumni and Undergraduates

*When?* Reports beginning of November 1, 2009

3. Continue educational events with an industry partner each semester.

*Who?* VNR – Activities

*When?* Each semester

4. Recognize alumni for excellence within their respective industry in the Chapter Crescent "Where are they now?" section each semester.

*Who?* Executive Council, Alumni Board

*When?* At least one month prior to Founder's Day and Pink Rose

5. Develop relationships with professional organizations (ASABE, AAEA, FFA, ACE Day, etc.).

*Who?* Coordinated by VNR – Membership Development

*When?* Ongoing reports each semester

## **Communication**

*Goal Statement:* To efficiently and effectively convey the goals and expectations of our fraternity while enabling a mutual exchange of ideas.

### *Action Steps:*

1. Develop and carry out effective officer transition plan.  
*Who?* Noble Ruler, Adviser  
*When?* Developed by November 1, 2009 and carried out at least one week prior to the start of the spring semester
2. Delivery of news and events to all brothers via:
  - a. Crescent – at least two per year to be sent out  
*Who?* VNR – Alumni Relations and Alumni Liaison  
*When?* February 15<sup>th</sup> and September 15<sup>th</sup>
  - b. Website  
*Who?* Webmaster  
*When?* Ongoing
  - c. Email  
*Who?* Webmaster  
*When?* Ongoing
  - d. Phone Calls  
*Who?* Calling Committee headed by VNR – Alumni Relations  
*When?* Ongoing
  - e. Press Releases  
*Who?* VNR - Planning  
*When?* Ongoing
3. Convey Strategic Plan to chapter on a semester basis with a yearly reassessment performed by undergraduates and alumni.  
*Who?* VNR – Planning  
*When?* Beginning of each semester
4. Update contact information with alumni.  
*Who?* Contact Committee organized by VNR – Alumni Relations and Alumni  
*When?* Prior to sending out the Chapter Crescents
5. Hold at least one meeting between chapter officers and alumni mentors each semester.  
*Who?* Noble Ruler, Alumni President  
*When?* No later than the middle of each semester
6. Implement Five Orders recognition and conduct the semi-annual brotherhood votes.  
*Who?* VNR – Membership Development  
*When?* By the end of each semester
7. Conduct topic-oriented roundtables once a month.  
*Who?* VNR – Membership Development, VNR – Planning  
*When?* Once a month

8. Have Alumni Board meetings each semester with all chapter officers present.  
*Who?* Alumni President  
*When?* Within first three weeks of each semester
9. Develop a relationship focusing on constant communication with local alumni, Department Heads, President of university, and COALS administration.  
*Who?* VNR – Alumni Relations  
*When?* A couple times each semester
10. Enhance working relationship with Home Office to determine tools available for chapter and alumni management.  
*Who?* Executive Council, Alumni Board  
*When?* Ongoing

### **Financial Management**

*Goal Statement:* To ensure a consistent flow of revenue to fund the operations of the chapter in a manner that leads to wise stewardship and financial stability.

#### *Action Steps:*

1. Identify fundraising activities to increase the amount of revenue generated by undergraduates.  
*Who?* VNR – Finance  
*When?* Beginning of fall semester
2. Develop a plan to increase flow of revenue in the alumni account by at least a rate of 25% per year over the next four years.  
*Who?* Committee appointed by Alumni Board, including undergraduate brothers  
*When?* August 1, 2009
3. Generate revenue from industry sponsorships.  
*Who?* Fundraising committee headed by VNR – Finance  
*When?* Committee formed during fall semester
4. Establish a budget, statement of income, and balance sheet submitted to Alumni Board and Home Office.  
*Who?* VNR – Finance  
*When?* Each month
5. After the repayment of long-term debt, establish a reserve fund from alumni to be allocated to undergraduate activities.  
*Who?* Alumni Board  
*When?* Spring 2010
6. Continue payment of chapter debt until repaid.  
*Who?* Alumni Association  
*When?* Monthly payments
7. Utilize formal receipts for undergraduate dues.

*Who?* VNR – Finance  
*When?* Ongoing effective immediately

8. Develop a plan to formalize the funding of alumni scholarships.  
*Who?* Alumni Scholarship Committee  
*When?* July 1, 2009
9. Establish a new scholarship in honor of a prominent alumnus and solicit donations for it.  
*Who?* Alumni Scholarship Committee  
*When?* January 1, 2010

### **Recruitment/Retention**

*Goal Statement:* To aggressively recruit and retain men who exceed the requirements for membership to ensure perpetual chapter growth and success.

#### *Action Steps:*

1. Update guidelines and expectations for brotherhood and communicate them to all brothers.  
*Who?* VNR – Recruitment  
*When?* June 1, 2009
2. Establish positive relationships with at least 10 potential members each week.  
*Who?* All brothers led by VNR – Recruitment  
*When?* Starting June 1, 2009
3. Develop and maintain a new written recruitment plan incorporating things learned at recruitment school.  
*Who?* VNR – Recruitment  
*When?* May 28, 2009
4. Conduct a recruitment training seminar for brothers.  
*Who?* VNR – Recruitment  
*When?* Summer recruitment committee by May 28, 2009; rest of chapter at beginning of each semester
5. Create an environment that retains at least 90% of brothers from initiation to graduation.  
*Who?* Executive Council  
*When?* Measured at the end of each semester
6. Identify and establish contact with sources for potential members (COALS, IFC, FFA, 4H, Alumni, etc.).  
*Who?* VNR – Recruitment  
*When?* Immediately
7. Maintain a prospect list of at least 500.  
*Who?* VNR – Recruitment  
*When?* May 28, 2009

8. Print cards and brochures to distribute with the vision statement and expectations of membership.  
*Who?* VNR – Recruitment  
*When?* May 24, 2009
9. Continue sending at least two brothers, including at least one alumnus, to Recruitment School each year.  
*Who?* Noble Ruler, Alumni Board  
*When?* January 1, 2010

### **Public Relations**

*Goal Statement:* To be known as a premier student organization with an agricultural orientation by students, faculty, administration, community, and industry.

#### *Action Steps:*

1. Identify key individuals to promote AGR throughout the college.  
*Who?* Noble Ruler, VNR – Alumni Relations  
*When?* August 31, 2009
2. Produce and distribute chapter recognitions to AGR faculty and supporters.  
*Who?* Noble Ruler, VNR – Alumni Relations  
*When?* September 18, 2009
3. Recognize new brothers in their hometowns using press releases in local newspapers.  
*Who?* VNR – Planning  
*When?* Following each initiation
4. Participate in at least one philanthropic activity each semester.  
*Who?* VNR – Planning  
*When?* Each semester
5. Organize at least one chapter philanthropic activity each semester.  
*Who?* VNR – Planning  
*When?* Each semester
6. Cultivate relationships with a variety of industry people.  
*Who?* Board appointed alumni, chapter appointed brother  
*When?* December 1, 2009
7. Create an early response group to create and carry out an action plan.  
*Who?* Alumni Board President, Noble Ruler, Adviser  
*When?* August 31, 2009
8. Continue to promote the chapter's image with the use of Heifer shows, Cattlemen's Ball, screen savers, etc.  
*Who?* VNR – Planning  
*When?* Immediately

9. Review, enhance, and enforce the Code of Conduct to incorporate a letters policy.

*Who?* Noble Ruler

*When?* August 31, 2009

10. Publish at least one newsworthy article per month.

*Who?* VNR – Planning

*When?* Monthly beginning May 17, 2009

## **Governance**

*Goal Statement:* To be an organization defined by clear policies and effective administration justly enforced to ensure quality results.

### *Action Steps:*

1. Implement the officer transition plan on an annual basis.

*Who?* Executive Council

*When?* Within one month of elections

2. Review, update, and sign Code of Conduct and Covenant by all brothers.

*Who?* Executive Council

*When?* First meeting each semester

3. Reestablish mentorship program from Alumni Board.

*Who?* Alumni President

*When?* August 31, 2009

4. File reports timely and properly with Home Office.

*Who?* Noble Ruler

*When?* As due

5. Conduct meetings in a manner consistent with the Code of Conduct and Robert's Rules of Order, and the image of a premier organization.

*Who?* Noble Ruler, Alumni Board President

*When?* Ongoing

6. Implement and update Strategic Plan on an annual basis with regular monitoring of action steps at chapter and alumni board meetings.

*Who?* Noble Ruler, Alumni Board President

*When?* Updates annually with monthly reviews

7. Implement an orderly process to develop and maintain policy.

*Who?* Noble Ruler, Alumni Board President

*When?* Immediately