



*Alpha Gamma Rho Fraternity®*

*Beta Xi Chapter  
Texas Tech University  
P.O. Box 4753  
Lubbock, TX 79409*

## **Chapter Strategic Plan**

### Vision Statement

**To be the premier Brotherhood,**  
fostering lifelong learning, relationships,  
and social, professional and moral  
development while preparing men for  
service in the agricultural and life  
sciences industries

# Recruitment

## Goal Statement

To consistently attract and retain top quality, committed leaders that will benefit and reflect well upon the chapter and university.

## Action steps

- 1) Revise and update a **written** recruitment plan

Who?

VNR Recruitment

Noble Ruler

Alumni Liaison

When?

June 15<sup>th</sup>, 2007

i.e. -

Perpetual Recruitment

Cooperative recruitment with CASNR

Alumni involvement

Faculty/Staff involvement

Knowledge transfer

Fresh ideas

- 2) Develop target goals and timelines

Who?

VNR Recruitment

Noble Ruler

Alumni Liaison

When?

June 15<sup>th</sup>, 2007

- 3) Review target goals and timelines
  - Who?
    - Alumni Directors
  - When?
    - Quarterly (July, October, January, April)
- 4) Reward successful recruitment efforts
  - Who?
    - Alumni Directors
  - When?
    - Quarterly (July, October, January, April)
- 5) Develop written wanted qualities of members
  - Who?
    - VNR Recruitment
    - Alumni Liaison
  - When?
    - June 15<sup>th</sup>, 2007
- 6) Participate in recruitment training
  - Who?
    - VNR Recruitment & apprentice
    - Alumni liaison
  - When?
    - Spring (annually)

# Housing

## Goal Statement

To provide an identifiable home away from home for our brothers to foster fellowship, grow relationships, and provide a sanctuary that promotes pride and brotherhood.

## Action Steps

- 1) Develop long term housing plans  
Who?  
Alumni Corporation Officers  
When?  
July 15<sup>th</sup>, 2007
- 2) Prepare & present housing plans to chapter  
Who?  
Alumni Corporation Officers  
When?  
August 1<sup>st</sup>, 2007
- 3) Implement housing plans  
Who?  
Alumni Directors  
Alumni Corporation Officers  
When?  
August 15<sup>th</sup>, 2007
- 4) Review implementation progress of housing plans  
Who?  
Alumni Directors  
When?  
Quarterly (October, January, April, July)

# Alumni Involvement

## Goal Statement

To inspire lifelong engagement, foster positive and influential communication, and to bridge the goals among all brothers

## Action Steps

- 1) Establish and communicate the expectations for alumni  
Who?  
VNR Membership Development  
Alumni Liaison  
When?  
July 15<sup>th</sup>, 2007
  
- 2) Identify Alumni Liaison for each undergraduate executive officer  
Who?  
Alumni Directors  
VNR Alumni Relations  
When?  
July 15<sup>th</sup>, 2007
  
- 3) Create & maintain a six month forward alumni calendar  
Who?  
Alumni Corporation Secretary  
VNR Alumni Relations  
When?  
Update Monthly
  
- 4) Promote & review use of Beta Xi website  
Who?  
Chapter Webmaster  
When?  
Ongoing

5) Identify opportunities & invite alumni to participate in chapter programming

Who?

Chapter Advisor  
VNR Scholarship  
Alumni Liaison

When?

Ongoing (at least one event per month)

6) Renew & maintain alumni recognition program

Who?

VNR Alumni Relations  
Alumni Liaison

When?

August 1<sup>st</sup>, 2007

7) Identify, plan, & promote Alumni Events

Who?

VNR Activities  
Alumni Corporation Secretary

When?

September 1<sup>st</sup> (annually)

# Leadership

## Goal Statement

To instill ethical qualities in the leaders we develop that inspire initiative, accountability, responsibility, timeliness, and reflection through clearly understood expectations.

## Action Steps

1) Establish rewards and consequences to promote leadership and accountability

Who?

Noble Ruler

Chapter Advisor

Alumni Corporation Vice President

When?

September 1<sup>st</sup> (annually)

2) Audit all Chapter Operations

Who?

Alumni Directors

When?

October (annually)

3) Attend National AGR Convention and Leadership Seminars

Who?

Noble Ruler

Chapter Advisor

Alumni Director

When?

Spring (annually)

4) Implement mentoring program for each undergraduate executive office

Who?

Alumni Corporation Officers

Noble Ruler

When?

September 1<sup>st</sup> (annually)

# Finance

## Goal Statement

To provide monetary security, ethical financial accountability and sustainability while increasing the asset base

## Action Steps

1) Continue annual and long term budgets

Who?

VNR Finance

Alumni Corporation Treasurer

When?

March 1<sup>st</sup> (annually)

2) Develop and implement a **written** fundraising strategy

Who?

VNR Finance & Committee

Alumni Corporation Treasurer

When?

October (annually)

3) Evaluate potential cost reduction throughout the operations of the chapter

Who?

VNR Operations

Alumni Corporation Treasurer

When?

Ongoing

4) Explore scholarship incentives for chapter

Who?

VNR scholarship

Alumni Corporation Officers

When?

September 1<sup>st</sup> (annually)

# Member Development

## Goal Statement

To make better men by providing opportunities that develop the highest levels of professional, social, mental, and moral qualities.

## Action Steps

- 1) Implement and review Brotherhood Program.  
Who?  
VNR membership development  
Chapter Advisor  
When?  
September 1<sup>st</sup> (annually)
  
- 2) Plan and execute chapter retreat  
Who?  
VNR activities  
VNR membership development  
Alumni Liaison  
When?  
October 1<sup>st</sup> (annually)
  
- 3) Conduct joint alumni and undergraduate professional sessions  
Who?  
VNR Scholarship  
VNR Alumni Relations  
Alumni liaison  
When?  
Two each semester

- 4) Standardize new member education program  
Who?  
VNR Membership Development  
When?  
September 1<sup>st</sup>
- 5) Present long term strategic plan to new members  
Who?  
Noble Ruler  
When?  
as needed
- 6) Increase opportunities for networking of alumni through professional events  
Who?  
VNR Alumni Relations  
Alumni Corporation President  
When?  
January 1<sup>st</sup> (2008 ongoing)
- 7) Integrate career center topics into chapter programming  
Who?  
VNR Scholarship  
When?  
Ongoing
- 8) Create and maintain database of alumni by career interests  
Who?  
VNR alumni relations  
Alumni Corporation Secretary  
When?  
January 1<sup>st</sup>
- 9) Increase networking with other AGR chapters  
Who?  
Noble Ruler  
When?  
September 1<sup>st</sup>

10) Monitor and address any academic needs that will place the chapter at the top of IFC rankings on a continuous basis

Who?

VNR Scholarship

Chapter Advisor

When?

ongoing

11) Implement alumni to new member welcoming program

Who?

VNR Recruitment

Alumni Corporation Secretary

When?

as needed

# Communication

## Goal Statement

To maximize interest and participation in the chapter through timely and effective communication, being mindful that each action reflects our image

## Action Steps

- 1) Publish one Crescent (Newsletter) per semester

Who?

VNR Alumni Relations  
Alumni Liaison

When?

bi-annual (October, March)

- 2) Expand, update, and publish alumni directory

Who?

VNR Alumni Relations  
Alumni Corporation Secretary

When?

July 15<sup>th</sup> (ongoing)

- 3) Create and maintain **written** communication plan for dissemination of chapter news for university, home office, community, and parents

Who?

VNR Planning  
Alumni Corporation Secretary

When?

August 1<sup>st</sup>

4) Research tools available from home office and provide feedback

Who?

Noble Ruler

Alumni Corporation Vice President

When?

July 15<sup>th</sup>

5) Explore alternative communication possibilities

Who?

VNR Planning

Chapter Webmaster

When?

ongoing

6) Conduct Undergraduate and Alumni Strategic Plan Meeting

Who?

Noble Ruler

Alumni Corporation President

When?

April (annually)

7) Review Strategic Plan

Who?

Noble Ruler

Alumni Corporation President

When?

Quarterly (July, October, January, April)

# Community Involvement

## Goal Statement

To be the premier fraternity presence, lending efforts for the betterment of the university, community, and the agriculture and life science industries

## Actions Steps

1) Identify and support chapter Philanthropy

Who?

VNR Planning

When?

September 1<sup>st</sup>

2) Strengthen presence within College of Agriculture Sciences and Natural Resources

Who?

Noble Ruler

Faculty Advisor

When?

Ongoing

3) Utilize Center for Campus Life to increase involvement throughout the university

Who?

Noble Ruler

Faculty Advisor

When?

Ongoing

# Administrative Structure

## Goal Statement

To provide a functional and consistent infrastructure to facilitate efficient operations, communication, and knowledge transfer between chapter entities.

## Actions Steps

- 1) Improve use of parliamentary procedure during chapter functions

Who?

Noble Ruler  
Chapter Advisor  
Alumni Corporation President

When?

ASAP

- 2) Set up a **written** records keeping system

Who?

Undergraduate Executive Board  
Alumni Corporation Officers

When?

September 1<sup>st</sup> (annually upon review)

- 3) Plan and hold knowledge transfer retreat

Who?

Noble Ruler  
Chapter Advisor

When?

December (annually)

4) Develop Chapter history and timeline

Who?

VNR Planning

Alumni Corporation Secretary

When?

September 1<sup>st</sup>

5) Meet all deadlines imposed for university, national, and alumni corporation deliverables

Who?

Noble Ruler

Chapter Advisor

When?

ongoing

# Notes

- ❑ The success of this strategic plan depends upon our commitment to follow through at each organizational meeting
- ❑ Use of the term "chapter" in this document refers to undergraduate and alumni bodies as a whole
- ❑ This plan will be summarized by deadline date and persons responsible
- ❑ Alumni Corporation President assumes the role of driver of this document
- ❑ Business cards will be printed with vision and goal statements
- ❑ Copies will be distributed to chapter, national headquarters, college dean, Center for Campus Life and Zane Akins

## Drafted by:

Facilitator: Zane Akins

### Alumni:

Bret Holloway  
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### Undergraduates:

Travis Vollmer  
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Nathan Shrode  
Lee Slater  
Kahyon Freeman  
Mark Davis

## *For Immediate Release*

### **Undergrads, Alumni Set Direction for AGR at Texas Tech**

The Beta Xi Chapter of Alpha Gamma Rho Fraternity at Texas Tech University held a strategic planning seminar, April 28 and 29, at the Best Western Palms Hotel in Lubbock, to plan for the future of the Chapter in West Texas.

The Beta Xi Chapter of AGR is composed of undergraduate and alumni members. Six undergraduate members and five alumni participated in creating and implementing the strategic plan. Alumni participating were: Bret Holloway, Kevin Kuper, Derek Racca, Greg Stenberg, and Jeff Stenberg. Undergraduate participants included Travis Vollmer, Kahyon Freeman, Nathan Shrode, Lee Slater, Curry Murphy and Mark Davis.

Zane Akins, an AGR alumnus of the Theta Chapter at the University of Missouri, was the facilitator. Akins is a past Grand President of Alpha Gamma Rho and a past member of the AGR National Board of Directors.

A highlight of the weekend seminar was developing and instilling the Beta Xi Chapter's Vision for AGR at Texas Tech, which is, "To be the premier Brotherhood, fostering lifelong learning, relationships, and social, professional and moral development while preparing men for service in the agricultural and life science industries."

In addition to setting a vision, the Chapter identified the following areas of emphasis over the next two years: recruitment, housing, alumni involvement, leadership, finance, member development, communication, community involvement and administrative structure.

The plan will be driven by the Chapter's Alumni Association President, Bret Holloway (AGECO '00). To download a copy of the Beta Xi AGR Strategic Plan, visit [www.agrbx.org/whatsnew.cfm](http://www.agrbx.org/whatsnew.cfm).

**There is a place in this plan for all alumni to become involved with the Chapter. In the coming days, alumni association officers will be appointing alumni liasons and mentors to help**

execute the strategic plan. **If you are interested in giving back to your AGR chapter, please contact us.**

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